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THE NATIONAL NEWSPAPER OF ADVERTISING

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Rough Proofs

Jim Farley would like to be president of the United States. Since that seems pretty much of a long shot right now, why not let him settle for the next best thing—president of the Yankees?

▼ ▼ ▼

The president of the New York Americans may not be quite as important as the nation's chief executive, but the job is almost as exciting and a lot more fun.

▼ ▼ ▼

Modesty in unexpected places: David Lilienthal, who used to be a boy orator from Indiana, says the only thing there's a real oversupply of at the moment is boy orators from Indiana.

▼ ▼ ▼

The ANA says it doesn't like special editions. Do they want the publishers to sign the pledge, or can't their members take 'em or leave 'em alone?

▼ ▼ ▼

A lot of people have written in about that item headed "Smart Western Manager for Street & Smith," wondering what the company plans to do for the other territories.

▼ ▼ ▼

It seems that Eddie Cantor will get a salary from Bristol-Myers based on his CAB rating. If the averages are that important, why not include a column for runs batted in?

▼ ▼ ▼

Pepsi-Cola has started a new kind of contest in which there will be no losers. Even a dub golfer who always scores in three figures likes to get a consolation prize now and then.

▼ ▼ ▼

The New York world's fair is off to a good start under the direction of H. D. Gibson. It seems Grover Whalen still has the title of president and his gardenia.

▼ ▼ ▼

Gladys the beautiful receptionist says she sees the Willys automobile people are giving away Libbey glasses to women prospects, but that must be old stuff, because they've been advertising premium gasoline for a long time.

▼ ▼ ▼

June 16 is father's day, a great occasion for the old man. He will receive a lot of endearing sentiments, along with a few extra items on the July 1 bills.

▼ ▼ ▼

"Despite all of the criticism of advertising," remarks Allan Brown, "I have never heard of anything to take its place."

In that respect it's an awful lot like women.

▼ ▼ ▼

An advertising paper did a lot of worrying about the "bull market" cooked up by those cold-blooded Wall street insiders. It might have waited a couple of weeks and started worrying about the outsiders who thought the same thing.

▼ ▼ ▼

Every time you pick up a paper you find there's a new boxing champion. Titles are changing almost as fast as the map of Europe.

COPY CUB.

FTC Picayunish, Cullen Charges at Proprietary Meet

Commission Chairman Denies All Charges of Coercion

New York, May 22.—Charges that the Federal Trade Commission has employed coercion in obtaining signatures to stipulations were branded as "absolutely untrue" here yesterday before the 58th annual convention of the Proprietary Association by Ewin L. Davis, FTC chairman.

Mr. Davis spoke at an advertising clinic at which A. C. Nielsen, president of A. C. Nielsen Company, and Dr. F. J. Cullen, executive vice-president of the association, also made addresses.

The FTC spokesman declared that the few cases in which coercion has been charged have been carefully investigated and in each case the claim was found to be "without the slightest foundation." He challenged his audience to produce evidence to the contrary.

Mr. Davis termed the FTC's activities directed toward suppressing false advertising "in no sense of the word a restraint on business; it is directed toward freeing business from the evils with which it is beset; our purpose is to eradicate the restraints and the practices of the troublesome minority who are interested in getting something for nothing."

Fail to Recognize Honesty

Dr. Cullen declared that in considering advertising, "neither the government nor the consumer groups has ever acknowledged that the majority of manufacturers were making an honest effort to comply with all laws affecting their products and their business. Instead, these groups preferred to believe—and to broadcast—that all business men are 'chiselers' who consistently try to evade all federal and state regulations."

He also contended that advertisers and agencies do not recognize the seriousness of a complaint filed by the FTC. Once proceedings are begun, he pointed out, it is only under unusual circumstances that the commission will dismiss them.

Advertisers and the commission, he said, often disagree on the meaning of words. He expressed the opinion that in many cases the FTC attempts to give a word a different meaning than that understood by consumers for whom the copy was prepared.

Too High-Hat

"At times I wonder if the commission takes into consideration the fact that advertising copy is prepared for the so-called 'man in the street' who does not possess the technical knowledge or information that has been made available to members of the commission through their constant contact with medical phraseology and medical opinion.

"We are fast arriving at a point

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NEW COPY THEME

Smoke the smoke Tobacco experts smoke
Luckies' finer tobaccos mean less nicotine!
Authoritative tests reveal that Luckies' fine tobaccos contain less nicotine than any other leading brand!
LUCKIES 2 to 1

Typical copy in a new newspaper campaign for Lucky Strike in the New York metropolitan area.

Extend Nicotine Theme to Dailies for Lucky Strike

Once-Taboo Subject Is Stressed in Metropolitan Campaign

New York, May 23.—Cigaret advertising assumed a bold, new aspect today when American Tobacco Company launched a newspaper campaign based on the lower nicotine content of Lucky Strikes.

Commonly considered taboo in cigaret advertising, the word "nicotine" appeared in the headlines of insertions in 39 newspapers in the New York metropolitan area, the first newspaper campaign for Lucky Strikes in about a year.

The campaign is based on tests conducted from January 1938 to March 1940, according to the copy, which prove that "the average nicotine content of Luckies . . . has been 12 per cent less than the average of the four other leading brands." Comparative figures on the "nicotine content of leading brands" are included while Luckies' lower nicotine content is said to be the "natural result of buying finer, selected cigaret tobacco." Radio programs have been using this theme for the past three weeks.

In addition to the new theme, illustrated testimonials from "tobacco experts" continue in use and the familiar slogan, "With men who

(*Continued on Page 28*)

FM Go-Ahead Cheered, But Television Loses Band

More Set Sales, More Stations Seen; NBC Television Band Taken

New York, May 23.—The Federal Communication Commission's action in flashing the green signal for the frequency modulation system of broadcasting was hailed with glee by set manufacturers and most other interests in the radio field, but the practical effect of the FCC's decision is proving a severe headache to executives of the National Broadcasting Company.

Although NBC expects to join other broadcasters in the rush for FM licenses for their stations, the network is perplexed as to what is going to happen to its television activities. Its outlet, Station W2XBS, now operates on a frequency which has been assigned to FM.

NBC officials hope that a report which the FCC is scheduled to release next week on television will help clear up the situation. The report follows hearings held as a result of the recent FCC blast against NBC's parent company, RCA Mfg. Company, for its advertising campaign to sell television receivers.

RCA has sold about 3,000 television receiving sets in this area. All were manufactured to receive programs now emanating from W2XBS, and all will have to be changed to receive programs televised over whatever other wave length the station is ultimately assigned. This will mean sending a service man to each set-owner's home. It will also mean recalling all receivers now on dealer's floors, and remodeling sets on hand at the factory.

Will Need New Transmitter

It will also mean that NBC will have to build a new television transmitter, and that General Electric Company will have to alter the equipment with which it has been receiving and re-transmitting television programs emanating from W2XBS.

NBC fears that the FCC decision on FM will also mean that the network will be unable to furnish television service during a transitional period in which a new transmitter is being built, possibly covering several months. It is likely, however, that NBC will be able to continue uninterrupted service by devising a temporary transmitter for the emergency.

On all other fronts, FM's attainment of commercial status was greeted with forecasts of a boom in radio. Set manufacturers, of whom only three have been active in marketing FM units, rushed production plans. Such sets will be equipped to receive both frequency modulation broadcasts and those transmitted by the conventional amplitude modulation.

Long-Term Boom

Advertisers and agencies appear to know little about the FM system which is apparently destined to replace the method now in use, and those approached by ADVERTISING AGE for comment on what the step will mean to advertising chorused, "only time will tell."

The belief was expressed, however, that FM is bound to be a boon to the radio advertising field in the long run because it offers improved tonal quality of reception. This fact will make possible better pro-

Toiletry Makers Press Fight on 'Cosmetic Skin'

New York, May 23.—That the cosmetic industry is intent on following through to a conclusion its determination to secure elimination of references to "cosmetic skin" in soap advertising was indicated here this week when the Toilet Goods Association proceeded to gather all available data on the extent to which this terminology has been employed by Lever Brothers in its promotion of Lux toilet soap.

The issue was brought to the surface at last week's convention of the association with adoption of a resolution terming the "cosmetic skin" copy theme "inimical, untrue and unfair to the toilet goods industry." Lux was not specifically mentioned.

Apparently the resentment expressed in the resolution smoldered beneath the surface for almost two years because in the early summer of 1938 Lux's "cosmetic skin" campaign became a subject for Federal Trade Commission scrutiny and resulted in a stipulation whereby Lever Brothers agreed to discontinue certain representations involving the use of this theme.

At that time, however, the FTC took exception not to the fact that Lux copy included references to "cosmetic skin," but to the fact that the soap was described as being "made especially" to guard against this condition. Subsequently Lux copy was revised but the term "cosmetic skin" remained an integral part of the copy.

The reference appears in current magazine copy as follows:

"Cosmetic skin: unattractive little blemishes and enlarged pores—spoils good looks. Use cosmetics all you like, but take Ann Sheridan's tip. Remove dust, dirt and stale cosmetics thoroughly."

While expressing the belief that representations to both Lever Brothers and the Soap Institute would be instrumental in ending such advertising, toilet goods merchandising executives today said that "additional pressure" might be brought to bear if the desired results are not forthcoming.

Last Minute News Flashes

War Department Asks Aid of Advertisers

Washington, D. C., May 24.—The War Department today asked agencies and advertisers to cooperate with its recruiting drive by using the following sentence in publication copy and radio scripts: "We favor adequate preparedness for national defense and recommend enlistment in the United States Army to eligible young men." Plans are being made to provide an alternative in the form of an electrotype of a recruiting poster.

Fleischmann Acquires Daviess County Distilling

New York, May 24.—First move toward expanding Standard Brands' activity in the liquor field, recently hinted to stockholders, materialized today with acquisition by Fleischmann Distilling Corporation of Daviess County Distilling Company, Owensboro, Ky. J. M. Mathes, Inc., will direct advertising.

Bickmore, Dunning Take New Positions

New York, May 24.—Jesse O. Bickmore today was named advertising manager of the manufactured products and cheese division of The Borden Company, succeeding R. Del Dunning, who has joined Cummer Products Company and Ironized Yeast Company, affiliates of Sterling Products, as advertising manager.

grams, and particularly the improved transmission of musical shows. Listenership, advertisers and agency men agree, ought to increase as a result.

Another advertising implication of FM is that a probable result will be an increase in the total number of stations in the country. FM stations can operate on the same channel without interference with other outlets.

Frequency bands from 42,000 to 50,000 kilocycles will be used for the new type of programs. In addition to providing more stations, FM will result in a complete reallocation of channels. The present No. 1 television channel will be replaced by FM itself, which will result in renumbering of all television channels.

The new allocations become effective on a limited basis immediately. After Jan. 1, however, unlimited operation of the new system will go into effect.

Koester in Bread Drive

E. H. Koester Baking Company, Baltimore, has begun a Dionne Quintuplet bread campaign with a series of full-page advertisements in the *Baltimore Evening Sun*. Smaller daily copy will follow. A four-page rotogravure tabloid, display material and possibly radio will be used.

Buying Problems in Forefront at Clubwomen's Meet

Nelson Reviews Some of Difficulties Facing All Groups

Milwaukee, Wis., May 22.—Both the consumer and the retailer can gain much from a better understanding of each other's problems, D. M. Nelson, vice-president, Sears, Roebuck & Co., told the General Federation of Women's Clubs today at its 49th annual meeting in the Milwaukee Auditorium.

More regular shopping on the part of consumers resulting in more equal distribution of business through the week is one of the things that would help to bring down the cost of distribution, Mr. Nelson said, explaining that it cost Sears about five per cent more to handle its retail business than its mail order business.

"From our experience, Tuesday is the lightest day in the week, representing about 10 per cent of the week's business," Mr. Nelson said. "Monday and Wednesday business runs about one-tenth more than Tuesday; Thursday and Friday are about 50 per cent ahead of Tuesday and Saturday's business is three times as great as Tuesday's."

Answering a query from the audience as to why stores do not advertise on other days so as to help spread shopping more evenly over the week, Mr. Nelson said that it is impossible to "push water uphill" and that while it has been done with some degree of success it has been found unprofitable to advertise on some days of the week because women refuse to shop on those days.

Discusses Testing Agencies

A question concerning the accuracy of recommendations by such organizations as Consumers Union and Consumers' Research produced the response from Mr. Nelson that "while I believe they try to give honest information, they haven't the facilities to make exhaustive tests in all lines and I feel that a great deal of what they pass on to the consumer is not founded on sufficient fact."

Asked "How valuable is the *Good Housekeeping* label?" Mr. Nelson said he believed many products bearing the label are of value to the consumer and manufacturer and that it does help sell merchandise. He questioned, however, whether it is put on with sufficient background of test and research "which would make it as valuable as it should be." Sears' experience with the label in connection with mechanical appliances has been very good, Mr. Nelson said.

In addressing the forum, Mrs. Saidie Orr Dunbar, president of the Federation, said the organization admitted a debt to advertising but that what it wanted was more informative advertising. She said furthermore that the Federation had no quarrel with emotional advertising.

Dr. James E. Mendenhall, educational director of the Institute for Consumer Education of Stephens College, Columbia, Mo., who appeared on the same program with Mr. Nelson, emphasized the need for more education for American consumers regarding the kinds of goods and services they want from retail stores.

Consumer Responsibility

"Consumers themselves are responsible for many of the poor buying practices in which they so often engage," declared Dr. Mendenhall. "It is unquestionably true that American consumers need much more education regarding the kinds of goods and services they want.

"Studies have shown," he said, "that a large proportion of housewives buy canned goods without reading the labels. What is true of canned goods is also true for sheets, dresses, and the hundreds of other commodities consumers are buying daily over retail counters."

Consumers must get together, Dr. Mendenhall stated, talk over their buying problems, and formulate more clearly what they want of retailers. To do this, he said, they will need the assistance of "independent agencies and the cooperation of retail stores and organizations."

"Fortunately," he continued, "our consumers and retailers live in a democracy where freedom of speech, press and assembly, and the spirit of tolerance, understanding and cooperation prevail."

Training of retail clerks is of great importance, the speaker said. Although the great majority are not now sufficiently well informed to give customers the facts they want and need to know to purchase most intelligently, a program is already under way to meet this need.

"This program of distributive education," he explained, "is being carried on in many communities through the cooperation of local stores, local schools and the United States Office of Education. If successful, such a program should go far in the direction of developing a corps of retail clerks who not only are persuasive salesmen, but who also 'know their stuff' and are willing to pass along the facts about goods to consumers."

Must Maintain Rights

Although many retailers have set up comprehensive facilities within their own organizations to educate themselves and their customers, Dr. Mendenhall believes that "consumers must always reserve the right to carry on a program of self-education—the right to get their information about products from all available sources, and preferably from those sources which are least biased and most reliable.

"As retailers are able and willing to supply such information, they will win increasing confidence on the part of their customers," he said.

Dr. Mendenhall mentioned the possibility that there may be opposition to the aims of consumers in their self-education program "from certain retailers or retailing groups who still operate on the theory that profits at all costs are to be preferred to satisfied customers." These groups, he asserted, may attempt "to establish organizations to confuse consumers and to divert their activities into so-called safe channels."

"Fortunately," he concluded, "this group is a small minority. Reports from the field indicate that many retailers are willing to cooperate to the utmost in educational programs designed to train both youths and adults to become wiser buyers in the market place."

IN ANNUAL DRIVE

Strawberries and Shredded Wheat get together again in the annual berry promotion staged by the cereal company. Here is some of the store promotion material, with a suggested display.

Nystrom Heads N. Y. Sales Executives

Dr. Paul H. Nystrom, professor of marketing at Columbia University and president of Limited Price Variety Stores Association, was elected president of the Sales Executives Club of New York at the annual meeting.

Other officers named include Richard H. Waldo, president, McClure Newspaper Syndicate, and Gene Flack, trade relations counselor, Loose-Wiles Biscuit Company, vice-presidents; S. George Little, vice-president, Home Economics Service Corporation, secretary, and Carroll B. Merritt, general manager, subscription book department, Charles Scribner's Sons, treasurer. Harry R. White continues as executive secretary.

Stanford Now Standard

The Stanford Advertising Corporation, Roanoke, Va., has changed its name to Standard Advertising Corporation. J. D. Hebert is president.

Named Representative

Holmes & Stephenson, New York, has been named representative for *Traffic World* and *Earth Mover and Road Builder* in the Eastern territory.

Kenneth Plumb Promoted

Kenneth Plumb, account executive, has been elected a vice-president of Federal Advertising Agency, New York.

Geared for Action!

Detroit and The News—

DETROIT and The Detroit News—a dynamic city and a powerful newspaper—geared to give advertisers ACTION!

With automobile production near a 10-year Spring high, millions of dollars are being placed in the pockets of the *world's highest paid* factory workers.

This is market money . . . spending money . . . action money!

As prosperous Detroit's industrial indices step up and up, The News keeps pace with a brilliant record of circulation gains.

Today The News puts your sales message into more *homes* in the Detroit trading area than have ever before been reached by one newspaper!

The week-day circulation of The News in April, 1940, climbed to 346,921—an all-time high and a gain of 18,934 over April, 1939! The Sunday circulation soared to 407,427—a gain of 16,054 over April, 1939!

95% of the record-breaking week-day circulation is concentrated in Detroit and trading area where The News is 80.5% home-delivered by exclusive Detroit News carriers!

Detroit is *the market* . . . The News is *the medium* . . . together they are geared to give advertisers ACTION in the world's greatest industrial city!

The Detroit News

THE HOME NEWSPAPER

Largest A.B.C. Recognized Home-delivered Circulation of Any Newspaper in the United States

New York: I. A. KLEIN, INC. *Chicago:* J. E. LUTZ

Ohio in the Oval Group

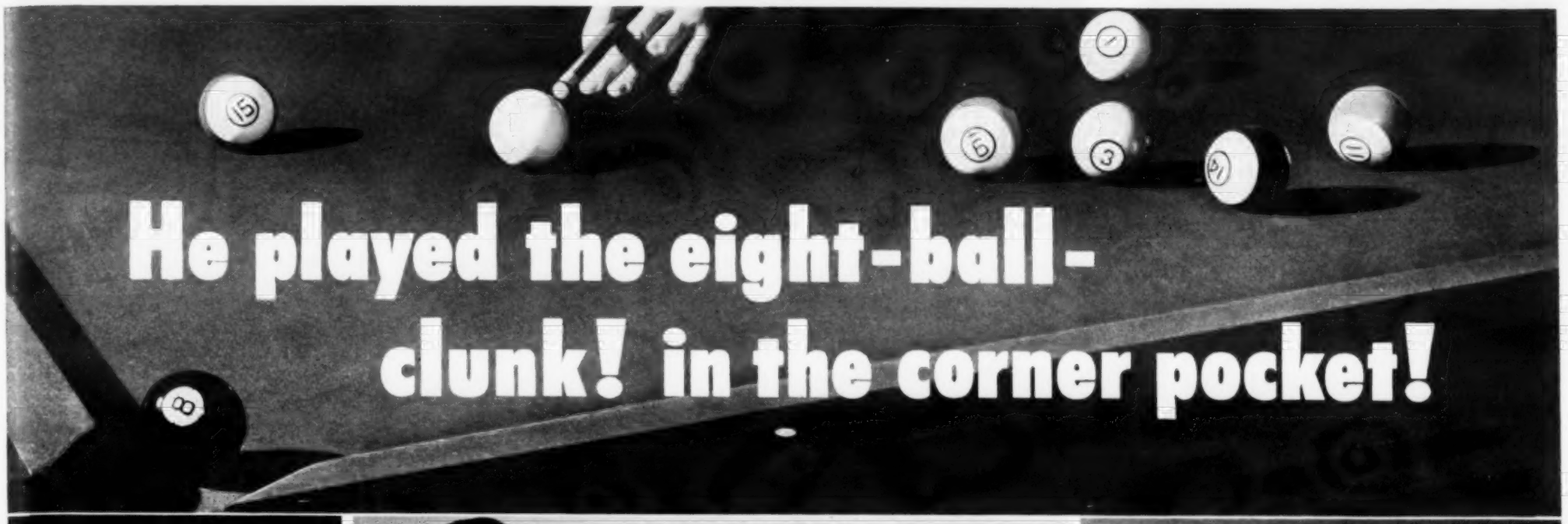
WSYR SYRACUSE — NBC Red & Blue Station covering a $589,532,000 Urban and Rural market.

WTRY TROY — Offers UP News at low introductory rates in Nation's 23rd market.

WKNE WNBX — Largest CBS Station in Vermont and New Hampshire.

THREE progressive Stations, covering choice Urban and Rural Markets, are now available at a special combination rate. Opportunity to enjoy increased sales and greater profits at low cost per listener makes The Oval Group *"The Best Spot Buy of 1940."*

PAUL H. RAYMER COMPANY



1 The Boss was in a spot—right behind the Eight Ball about radio.

2 One territory needed extra zip to back up a sampling campaign. Another was so tight in competition's hands that even blasting wouldn't help. A third called for special treatment because a new product was being tested.

3 The boys said we needed to call our shots instead of banging at the whole table.

4 "If we could only pick the right stations individually," says the Sales Manager; "change our appeals to suit each territory, choose the best possible kind of broadcast for each section and put it there when people are listening."

5 "Here's that Time magazine ad by the Petry Company," said the Boss's secretary, "You asked me to keep it on file."

6 "Smart girl!" chortles the Boss. "Here it is, Jim, just as you described what we should do! Behind the Eight Ball, am I? Well, watch me call my shots with SPOT RADIO from this minute on!"

Why SPOT RADIO so precisely fits so many situations

It lets the national advertiser choose markets and buy radio stations intentionally—because SPOT RADIO means that you pick them separately, as many as you like—wherever you please.

You can suit the program of each station to your need and your budget—any type of show, any length, live or transcribed—at the best available time for each market—anywhere.

ANY TIME **ANY LENGTH** **ANY WHERE**

For any advertiser or agency executive who wants to see how SPOT RADIO can meet his individual situation, we shall be very glad to prepare a special outline.

EDWARD PETRY & COMPANY
INCORPORATED

Representing leading Radio Stations throughout the United States — individually

Offices in: **NEW YORK · CHICAGO · SAN FRANCISCO · DETROIT ST. LOUIS · LOS ANGELES**

Pittsburgh Bank Opens Personal Loan Drive

The Peoples-Pittsburgh Trust Company, Pittsburgh, is promoting its personal loan business with an advertising campaign which includes the use of newspapers, outdoor, radio, street car cards and direct mail.

Ketchum, MacLeod & Grove, Inc., Pittsburgh, is handling the advertising.

Meredith Appoints

Meredith Publishing Company, Des Moines, has appointed O. G. Schaefer as Eastern manager of *Successful Farming*. Clyde H. Combs continues as Eastern manager for the company and for *Better Homes & Gardens* as well as active head of the Eastern offices.

Price Advance in Book Paper Expected June 15

Chicago, May 23.—Though newsprint prices for the third quarter are expected to remain at their present level, this is the only type of paper which promises to be exempt from the far-reaching influence of the war. All classes of book and wrapping paper are firmer as the result of a double-barreled situation.

The United States commonly imports large quantities of pulp from Scandinavia and the Baltic States. Not only are these supplies now unavailable, but other countries which relied on the same source for either pulp or finished paper are turning to the United States. England is reported to have contracted for 15,000 tons of book paper in the United States. South America, which has bought to some extent in the United States, but on a larger scale from Germany and Czecho-Slovakia, also appears to be depending on the U. S. for virtually all of its paper.

Paper mills are humming with activity. During the April 6-11 period in 1939, the index of production was 82.7. For the corresponding period of 1940, it is established at 89.8.

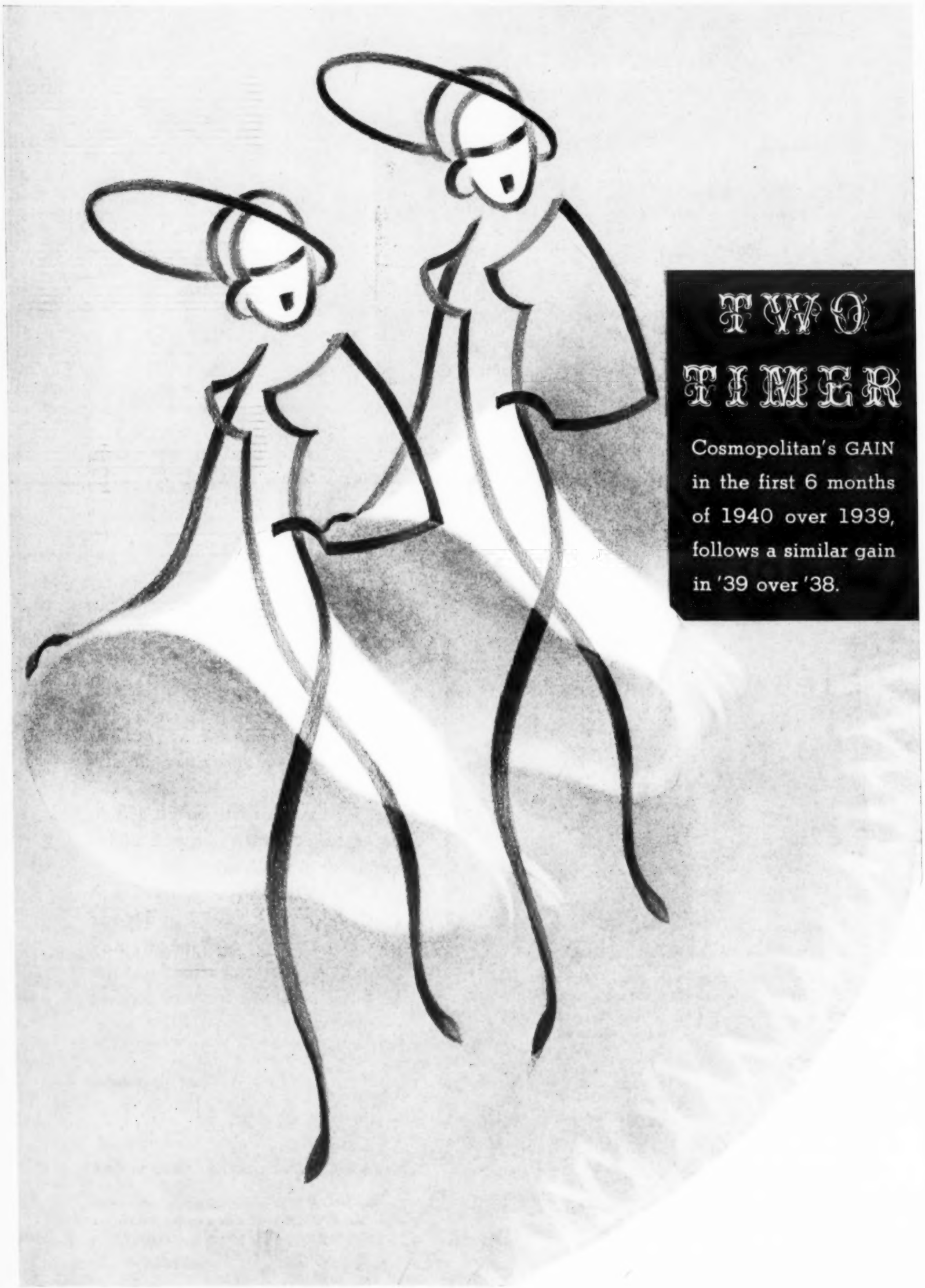
Until recently book paper was selling well below list. At present, list prices are being quoted, and an advance in the list is expected when third quarter quotations are announced about June 15. This is on the assumption that the war continues.

Name Flynn Secretary

Edmund L. Flynn, assistant manager of Hotel William Penn, Pittsburgh, has been named executive secretary of the Pennsylvania Hotels Association. He replaces Frank Hynes, who resigned to accept the managership of Hotel Carter in Cleveland.

Moraghan Appointed

E. J. Moraghan has been appointed manager of the St. Louis branch of the Bigelow-Sanford Carpet Company, New York, succeeding Fred H. Drohan, resigned.



Friday Last Day for Entries in Consumer Contest

Chicago, May 23.—All entries in the consumer contest being conducted by ADVERTISING AGE must be in the mails no later than Friday, May 31!

Although entries have reached proportions considerably greater than were originally anticipated, apparently a number of individuals and organizations who have initiated and carried out worth-while plans for improving relations between advertisers and consumers have not yet submitted entries, and it is hoped that entries will be received from these sources before the deadline, since the sponsors of the competition are eager to assemble the best practical thought on the subject which is available.

The competition calls for plans for improving relationships between advertisers and consumers, and is open to all, with the exception of employes of Advertising Publications, Inc. There are no rules to be followed—entries may take any size or shape or form, and may consist of heretofore untried plans, plans which have already been carried out, or a combination of both. They may be submitted by individuals, groups, associations or clubs.

A total of $1,000 in cash awards will be distributed among the four winners, first prize being $500, and the others $250, $150 and $100, respectively. Judging will be done as quickly as possible after May 31 by a group of six prominent advertising and agency executives, selected because of their knowledge of the subject and their practical experience with consumer movement problems.

The winners will be announced at the general session of the Advertising Federation of America convention in Chicago June 26.

Join Dickie-Raymond

Recent additions to the staff of Dickie-Raymond, Inc., New York, include Finley Peter Dunne Jr., Harold S. Longman, Robert Sanford, William J. Walker and Matilda Lamb Clark.

Hake to Burton-Dixie

Paul W. Hake, formerly executive vice-president and managing director of Century Furniture Associates, New York, has been made director of sales and merchandising of Burton-Dixie Corporation, with headquarters in Chicago.

Sherman Advances Setliff

Sherman Paper Products Corporation, Newton Upper Falls, Mass., has promoted G. M. Setliff from sales director to executive director.

WHP Appoints Blair

Radio Station WHP, Harrisburg, Pa., has appointed John Blair & Co. as exclusive national representative.

"NEWS"
Your best "spot" buy In Baltimore!
Announcements or programs. Write for details or consult Edward Petry representative.
IN BALTIMORE IT'S WFBR
NATIONAL REPRESENTATIVES EDWARD PETRY & CO.
ON THE NBC RED NETWORK

Sales are better where women read The New York Times

Check retail distribution and sales in New York and you'll learn this interesting fact —that business is generally better in neighborhoods where women read The New York Times.

The reason is quickly apparent. Business is usually better in New York's high and medium income neighborhoods because the families in these neighborhoods buy 60-70% of the generally advertised products sold here. That's why we call this part of the market the Profit Half. And in the Profit Half, as a recent study by Houser Associates, independent researchers, shows, The New York Times reaches one of the largest available markets of housewives—221,840 on weekdays, 414,180 on Sundays.

Advertising to women in The New York Times means advertising where you profit most. We'll be glad to tell you all about it.

The New York Times

"ALL THE NEWS THAT'S FIT TO PRINT"

ADVERTISING OFFICES: CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES

Waterman Family Squabble Gets Into Court Again

Trenton, N. J., May 21.—Continuing the 15-year family squabble over control of the fountain pen company, L. E. Waterman Company has petitioned the court of chancery here to restrain Elisha H. Waterman from interfering with or attempting to gain control of the business.

The company's complaint charged that Mr. Waterman and several other persons attempted to seize control of the Newark plant on May 7. Police halted the move. According to the complaint, this effort caused the company irreparable damage to its good will.

Elisha, according to the complaint, has impaired the morale of some 250 employes by his "arrogant, discourteous and dictatorial" acts. He is also charged with having assaulted his younger brother, Frank D. Waterman Jr., president of the company.

From July, 1938, until last February, Elisha was vice-president and general manager of the company. Not only was he in direct charge of advertising, but he was also featured personally in Waterman's consumer copy.

Dates Back to 1925

Six weeks ago, Elisha filed suit in supreme court, asking dissolution of the firm on grounds of mismanagement and waste by three of his relatives. His petition also asked the court to appoint a receiver in case his application for dissolution is refused.

The family squabble traces back to 1925, when Elisha quarreled with his father, Frank D. Waterman, Sr. Elisha was cut off from the family and company, and for the next 13 years eked out a living as a dish washer, cook, newspaper copy-reader and detective story writer.

Following his father's death in 1938, and despite the fact that he was cut off with $100 in the will, Elisha uncovered the will of his grand uncle, L. E. Waterman, founder of the company, which provided that some 60 per cent of the stock should succeed to Elisha upon his father's death. Although Frank D. Waterman Jr., was elected to succeed his father as president in 1938, Elisha established his right to succession in a court fight and became a factor in the company.

Lockheed Schedules Special Peace Copy

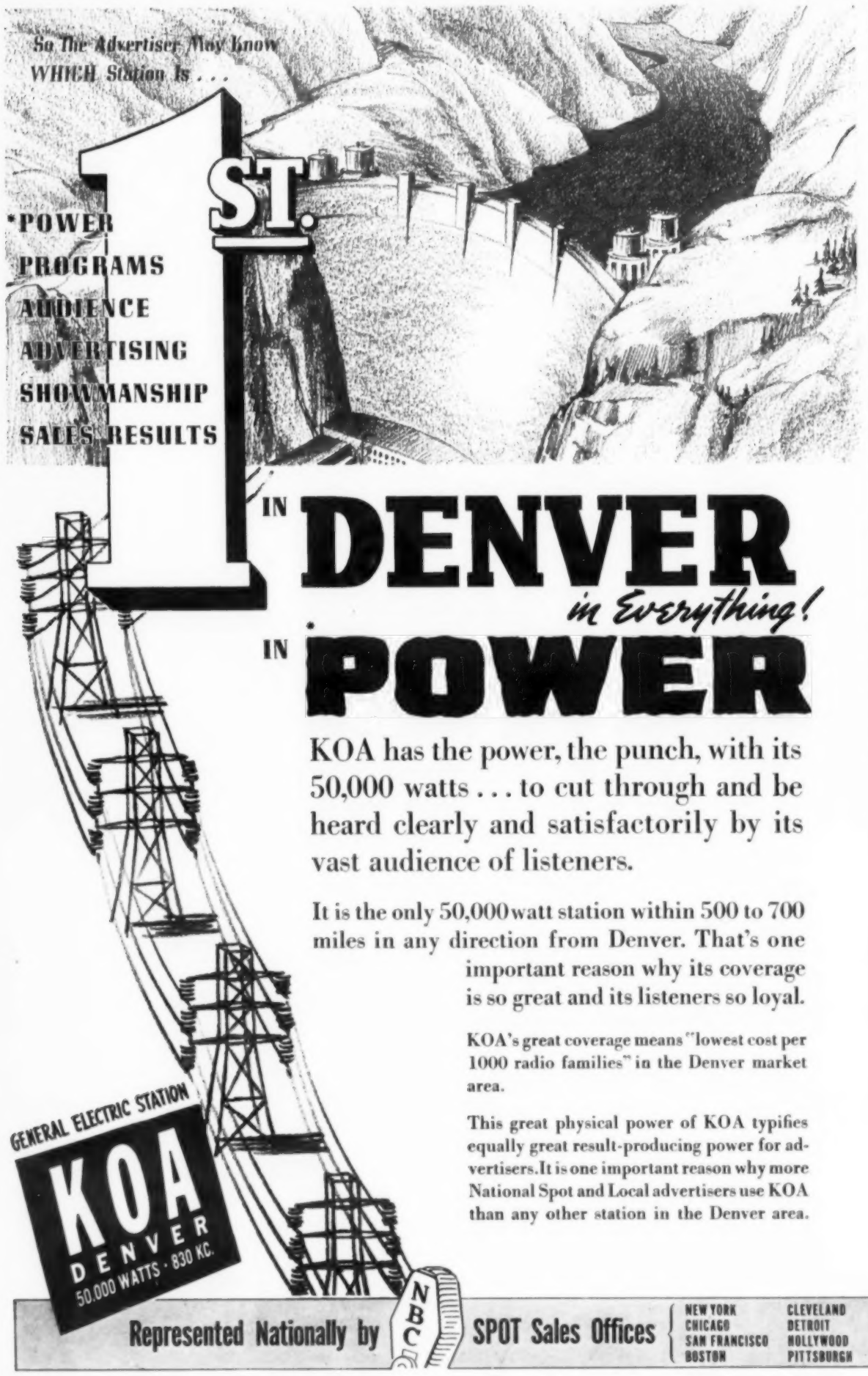
A special policy advertisement explaining the company's attitude toward war orders and the future of peacetime commercial operations, has been scheduled by Lockheed Aircraft Corporation, Burbank, Cal., for the *Wall Street Journal* and the following: *Collier's, Fortune, Life, Nation's Business, The New Yorker, Newsweek, The Saturday Evening Post, Sportsman Pilot* and *Time*. According to Lord & Thomas, the agency, the schedule for the special advertisement, entitled "Looking Toward Peace," is the greatest circulation ever given not only any Lockheed copy but any aviation copy.

Cites Van de Mark

Van de Mark Advertising, Inc., Cincinnati, and Claude Efnor, vice-president, are mentioned in a stipulation of the Federal Trade Commission as agreeing to discontinue representations regarding corn and callous removers and other products of Edna Foster, trading as the American Royal Products Company, St. Paul.

Stockton Paper Folds

The *Independent*, Stockton, Calif., a daily newspaper which had been published since 1856, has ceased publication. The company will continue, issuing a shopping guide.


So The Advertiser May Know
WHICH Station Is . . .
1ST.
*POWER
PROGRAMS
AUDIENCE
ADVERTISING
SHOWMANSHIP
SALES RESULTS
IN DENVER
in Everything!
IN POWER
KOA has the power, the punch, with its 50,000 watts . . . to cut through and be heard clearly and satisfactorily by its vast audience of listeners.
It is the only 50,000 watt station within 500 to 700 miles in any direction from Denver. That's one important reason why its coverage is so great and its listeners so loyal.
KOA's great coverage means "lowest cost per 1000 radio families" in the Denver market area.
This great physical power of KOA typifies equally great result-producing power for advertisers. It is one important reason why more National Spot and Local advertisers use KOA than any other station in the Denver area.
GENERAL ELECTRIC STATION
KOA
DENVER
50,000 WATTS · 830 KC.
Represented Nationally by NBC SPOT Sales Offices
NEW YORK CHICAGO SAN FRANCISCO BOSTON
CLEVELAND DETROIT HOLLYWOOD PITTSBURGH

More Local Tie-in Advertising Asked at Gas Conference

French Lick Springs, Ind., May 22.—The gas industry needs to tell its story more dramatically and comprehensively to the American public and the logical way is through increased localized newspaper advertising to supplement current national advertising, Walter C. Beckjord, president of the American Gas Association, said here today.

Mr. Beckjord, speaking before the fifth annual convention of the Association of Gas Appliance and Equipment Manufacturers at French Lick Springs hotel, declared: "Too few people are cognizant of the great service rendered our nation by the gas industry. For them to have a full appreciation of this service they need to be told. While we carry on adequate national advertising, we do not penetrate sufficiently into communities as a whole. This can best be accomplished through increased localized newspaper advertising and promotional campaigns."

The speaker, who is also vice-president of the Columbia Gas and Electric Corporation, New York, pointed out the necessity for greater economic conservation of natural gas fuel resources.

He asked for more showmanship in selling and stated that industry must pay greater attention to the tastes and practical judgment of women. "Our chief problem is selling. If you cannot sell your product, the rest of the problems don't count," he said.

American housewives are not speculating in "war babies" but are investing in their own babies, home comforts and conveniences, George E. Frazer, counsel for the association, said at the opening session. Few American dollars will be invested in munitions as compared to the dollars now being spent for new kitchen ranges, furnaces, air conditioning units and home furnishings, he asserted. "The American housewife may not be so keen on solving international problems but she is keen, intelligent and critical when it comes to purchasing furniture and fixtures for her home."

Lloyd C. Ginn, chairman of the "Certified Performance" sales management committee of the Association, told the convention a far reaching sales promotion campaign for CP gas ranges has been approved by the committee. He said the committee okayed a $110,000 budget for 1941 sales promotion and that a supplemental budget would be added shortly. Mr. Ginn is sales promotion manager for the American Stove company, Cleveland, O.

The association appointed Herbert A. Watson, Allentown, Pa., director of sales research for the domestic gas range division. Mr. Watson will cooperate with utilities and other retail dealer outlets in the United States and Canada in developing creative sales methods and formulating localized sales promotion activities in behalf of the CP gas range program. The program is a cooperative gas industry movement promoting gas ranges under the CP seal guaranteeing a minimum of more than 20 required performance features.

Para Appoints Levy

Para Mfg. Company, Inc., Newark, N. J., has appointed the Raymond Levy Organization, Inc., New York, to handle a national trade promotion campaign for Para shower curtains. Lincoln Fabrics, Inc., also has appointed the Levy organization to handle the first promotion for a new group of rayon and cotton fabrics.

Weed Adds Mooney

Richard A. Mooney, formerly president of Country Newspaper Advertising Representatives, New York, has joined Weed & Co., radio station representative.

33 Blends Make Pabst Premium, New Copy Idea

Chicago, May 23.—A copywriter snooping in his client's plant was responsible for the discovery expressed this week in a new Pabst campaign, "Blended 33 times to make one great beer." Believed by the Pabst Brewing Company to be one of the most factual, as well as sensational appeals ever developed within that industry, the theme will be accorded the wide support justified by this claim. No less than 53 magazines and 712 newspapers will carry the copy during the summer, as well as extensive outdoor showings.

The copywriter chatting with technicians in the Pabst plant in Milwaukee dug up the information that every glass of Blue Ribbon is a blend of not two, or five or ten, but 33 separate brews from 33 separate kettles. Further investigation is said to have disclosed that this painstaking method is exclusive with Pabst, thus creating a basic advertising idea which will be thoroughly exploited.

Copy in the series will drive this point home by reminding the reader that the finest coffee, the most expensive champagne and the most aromatic tobacco reach their high perfection only through the virtues of skillful blending. Each advertisement will carry as part of the logotype, "It's the blend that betters the beer. Try Pabst Blue Ribbon and prove it."

The account is handled by Lord & Thomas.

Promotes C. B. Boyne

Russell M. Allen, general sales manager of the Allegheny-Ludlum Steel Corporation, has announced the appointment of C. B. Boyne as manager of stainless sales for the company. J. R. Kumer, Jr., was named to Mr. Boyne's former position as manager of stainless bar and wire sales.

WBLK Staff Changes

J. R. McKinley has left Station WBLK, Clarksburg, W. Va., to join the sales staff of WFDF, Flint, Mich. Princine Merendino has joined WBLK as commercial representative.

Butterworth Appointed

Roderick Butterworth, formerly with M. L. Annenberg Publications, Chicago, has been appointed supervising art director of Macfadden Publications, Inc., New York. He replaces Hayworth Campbell, who will return to his duties as art specialist for *Photoplay*, a Macfadden publication.

THIS IS

A GOOD

TIME

TO BUILD!

See Page 27

Grand Opera Season Goes "West" - - - - - *to* DALLAS

Between the Acts
Metropolitan Grand Opera in Dallas

(Top) John Rosenfield, Jr., The News' Amusements Editor, interviews a star (Brian Aherne). (Below) At the Variety Clubs' Convention in Dallas in April. Left to right, Tom Connors, MGM sales executive, Frank Capra, and J. R. Jr.

West of the Mississippi the Metropolitan Opera Company conducts a season only in Dallas. Dallas is a center of music—and of *all* phases of culture—the year 'round; for four days it becomes America's music capital.

Opera audiences are drawn from all over the Dallas market-area. Few other sections of the country are as music-conscious as this one.

The reasons are *high buying-power*—and *The Dallas News*.

"YOUR MATERIAL IN THE NEWS HAS BEEN EXTRAORDINARY"—

Earle R. Lewis,
Metropolitan Opera Management

Dallas is one of the best markets in America for music—and the theatres—and other arts—because The News and its Amusement Editor, John Rosenfield, Jr., have done such a good job of helping to make it so.

But Mr. Rosenfield is only one member of a well-rounded staff. He is one of many who, together, make The News the outstanding newspaper it is.

The News is an organization of leaders. What more could we say to an advertiser?

"Sell the readers of The News and you have sold the Dallas Market"

THE DALLAS MORNING NEWS

John B. Woodward, Inc., *Representatives*

Member BASIC NEWSPAPER GROUP, Inc.

Affiliates: Radio Station WFAA (50,000 Watts) . . . The Semi-Weekly Farm News . . .
The Texas Almanac and State Industrial Guide

Last Time You Went Snipe Hunting . . . *Who Was Left Holding the Bag?*

THE DISTRIBUTOR for a major household appliance had certain theories about sales and where to find them in Washington, D. C. We warned him that all the facts on where sales were actually being made directly opposed his theory. He went ahead nevertheless, salesmen and advertising messages both being sent into the areas where he thought sales should originate. Result—credit rejections instead of OK'd sales. Question: who was left holding the bag?

The Washington Post can help you avoid such snipe hunts in the Nation's Capital because we have spent five years finding out where sales of all kinds of commodities are made in Washington.

No, we don't know all the answers. But we know more of them than anyone else.

That's why we have been able to plan Post circulation to parallel sales. Which is why Post advertisers get results. Which in turn is why more advertising dollars are being spent in The Washington Post this year than ever before!

The Washington Post

Washington's Home Morning Newspaper

Osborn, Scolaro, Meeker & Co. George D. Close, Inc.

Miles to Switch 'Barn Dance' from Blue to Red Net

New York, May 21.—Miles Laboratories, Inc., will shift the "National Barn Dance" from the Blue to the Red network of the National Broadcasting Company June 29. The Alka-Seltzer show is one of the oldest continuously sponsored programs on the Blue network. Effective the same date as the shift, the program has been renewed for 13 weeks. It will continue to be heard on Saturday from 9 to 10 p.m. Wade Advertising Agency has the account.

Change "By Kathleen Norris"

General Mills, Inc., will shift "By Kathleen Norris" from the Columbia Broadcasting System to an NBC Red network of 36 stations, June 3. The daily serial program, for Wheaties, will be aired the week of May 27th on a sustaining basis by NBC. Currently heard at 5 p.m., the program will be aired from 10:45 to 11 a.m. Knox Reeves Advertising handles the account.

News for "Liberty"

Liberty will sponsor a series of twice weekly news broadcasts by Gabriel Heatter, beginning May 23. The series will be heard for 26 weeks on Thursday and Saturday from 9 to 9:15 p.m. over five stations of the Mutual Broadcasting System. Erwin, Wasey & Co. is the agency.

Another for P. & G.

Procter & Gamble Company will take over "The Woman in White," currently sponsored by Pillsbury Flour Mills, beginning May 27. Under its new sponsor, the 15-minute program will be aired daily at 12:15 p.m., instead of 12 noon, over a split NBC Red and Blue network of at least 19 stations. Pedlar & Ryan is the agency.

Substitute for Pepsodent

Tommy Dorsey will substitute for Bob Hope on the Pepsodent Company's program from June 25 to Sept. 17. The program will continue to be heard on Tuesday from 10 to 10:30 p.m. over 62 stations of an NBC Red network. Lord & Thomas is the agency.

'No Ceiling for M-G-M'; Budget Up to $2,750,000

New York, May 23.—The public reception accorded "Gone with the Wind" has been instrumental in developing an expanded promotion budget for Metro-Goldwyn-Mayer with the 1940-1941 budget set at $2,750,000, Howard Dietz, executive in charge of promotion, told the M-G-M regional sales conference here this week.

Referring to the company's experience with the super-production, Mr. Dietz expressed the belief that "there is no ceiling to the possibilities in attendance and revenue in our business." Forthcoming promotion will be concentrated on such pictures as "Waterloo Bridge," now being shown in first-run theaters, "The Mortal Storm," "Escape" and "Boom Town," soon to be released.

The bulk of the M-G-M appropriation will go to newspapers. In addition to the national campaign there will also be a series of local drives centered in key cities under the supervision of the company's 40 field exploitation men.

New Unit Offered by "This Week"

This Week is offering a new center spread unit, consisting of six full columns plus the gutter. The price in full color is $18,000.

The new unit represents an adaptation of an old one. In the past *This Week* has sold two three-fifths pages horizontally. The same space is now made available vertically.

TROPHY FOR BOYS

C. H. Cottington (left), N. W. Ayer vice-president, and Connie Mack, veteran manager of the Athletics, examine the Connie Mack trophy which was presented to the 1939 champions of the Atlantic Refining Company baseball schools at a recent luncheon. Ayer handles the schools, which have an enrollment of 162,000 boys, in conjunction with play-by-play broadcasts for Atlantic.

Newark Retailers Begin Experiment on Hose Labeling

Newark, N. J., May 22.—A practical experiment in informative labeling, aimed at determining to what degree consumers desire such data, has been launched here by five prominent New Jersey department stores. The reaction of the buying public will be studied during the next six months.

Asserting that informative labeling "is a first step toward making the buying dollar go further," Harold W. Brightman, vice-president and general manager of L. Bamberger & Co., outlined the scope of the test before an audience of about 5,000 at the first public meeting sponsored by the Newark Consumer-Retailer Committee.

Participants in the experiment are Bamberger's, B. Altman & Co., Hahne's, Inc., Hearn Department Stores, and Kresge's, Inc. Women's hosiery will be used as the test product with some of the merchandise labeled in varying degrees of completeness. Comparisons will be made between sales records of the different lines and the general public reaction.

Pacific Names Birkby

Harold Stewart Birkby has been appointed by Pacific Mills, New York, to merchandise the fabrics now being sold under the Pacific Factag, the company's new informative labeling policy. Before joining Pacific, Mr. Birkby was associated with Cannon Mills, Inc., New York.

Opens Design Contest

The sixth annual product design contest, offering cash awards of $1,000 for the year's best designs of electrically operated machines, appliances or equipment, is announced by *Electrical Merchandising*. The contest closes Aug. 12. Winners will be announced in the October issue.

stock photos

KAUFMANN & FABRY CO.
425 S. WABASH AVE. • CHICAGO
TELEPHONE • HARRISON 3135

Skycast your story to Millions

BY NEON-A-GRAM!

SENSATIONAL NEW SPOT AND NATIONAL MEDIUM . . SLOW-MOVING AIRSHIPS . . FLASH CONTINUOUS SELLING COPY . . NEWS . . . SPORTS RESULTS . . . IN GIANT NEON LETTERS . . BY TELETYPE READABLE OVER 45 SQUARE MILES PER HOUR . . . COMMANDS ALL EYES!

DO YOU have to cover the mass market with a microscopic budget? Is your problem making millions see . . . read . . . and remember your selling copy? Are you hunting a medium so spectacular it rivets all eyes . . . one in which your message has no competition? Then *Skycasting* is your answer.

Skycasting is the magnifying of your story across the sky by airships . . . by day or night . . . in gleaming continuous-message Neon-a-Gram signs . . . or on huge floating banners . . . or by giant-speaker voice. Airship fleet based at major cities from coast to coast makes service available in any local campaign area, or complete national big-city coverage.

Leading national, sectional and local advertisers are enthusiastic users of *Skycasting*. No other medium offers as much in "stopper" value, universal interest, selling power and publicity—*at such low cost*. Number of advertisers that can be accommodated is limited. Reservations now being made for the current flying season. Write today for full particulars, or if you wish, our representative will call with convincing motion-picture evidence of *Skycasting*'s tremendous possibilities. Address:

FOUR WAYS TO *SKYCAST* BY NIGHT AND DAY

NEON-A-GRAM (night)—continuous brilliant messages in neon letters 6 feet high visible over one and one-half miles. Can flash any news item within one minute of receipt by radio through patented teletype process . . . between your selling copy.

FLYING BILLBOARDS (day)—both sides of airship used as a giant painted billboard 76 feet long by 32 feet high. Takes copy in letters 12 feet high, readable one mile away.

TRAILING BANNERS (day)—your message in 8-foot letters on streamers 300 feet long, flown horizontal for maximum visibility, readable from one and one-half miles on each side.

CLOUDSPEAKER (day or night)—giant-speaker broadcasting of any message, either transcribed or voice, clearly audible over 100 square city blocks at 1,000 feet altitude. Can be used in combination with any of above.

SKYCASTING

THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

The only aerial selling medium that can hover in one area, or cruise slow enough to be *easily* readable

Copyright 1940, The Goodyear Tire & Rubber Company

BACK TO HORSES

BIG HOSS SWAPPIN'

BRING IN YORE OL' NAG AND SWAP FOR ONE OF OUR REJUVENATED SNAPPERS

No Cash-Money Needed

IF YORE MOUNT IS WORTH 10¢, OR ONE OF OURN
WE'VE BEEN PASTURIN' 'EM LONG ENOUGH
THE FINEST CORRAL OF 'HOSS' FLESH IN
THE WHOLE DANG BAY DISTRICT
IS ON THE BLOCK

BESIDES THESE HAND STEALS WE GOT 38 OTHER HUNTAMOS YOU CAN GET A LEG UP ON —HUSSIES, BOPERS, WORK HOSSES, POWERS, TRUCK HOSSES, TRAMS, PACERS, OR BRONCS

OUR TOP HANDS, PAUL DAVID an' RAY WOODS, will be either in the ol' corral from sun-up every sundry till 7(p. P. M. ever night)

YEARLIN'

$451

$1332

$444

$674

TWO HOSS TEAMS

4 YEAR OLDS, TOP CHOOSIN FOR SPRING WORK: 1936 HORSE SEDANS, NEW GRADE, HEAVY COATS:

$580 FOR THE PAIR — IN SINGLE $294
HARNESS $294

4 YEAR OLDS BUT STILL FANCY STEPPERS. WELL GROOMED 1935 FORD CONVERTIBLE COUPES:

$249 FOR THE PAIR — IN SINGLE $126
HARNESS $126

FINE PERCHERON — For them folks what likes heavy stuff and gentle. 1936 Packard coupe with

$363

4 YEAR OLD. An outstanding one and last title in light Sugar harness. 1935 Chev. Town Sedan

$584

FOALED AT SEARSMEN. Imported for the spring months. Blue rope 1935 Ford Tudor.

$361

DEAD EYE BOB JACOBS

HORSE HAWK'S SPECIAL!

Specie meant for sporty folk, load enough for an Eastern dragster's worth. 1936 Studebaker, 4 cylinder, 4 cylinder engine, rear end, radio.

$732

ATTENTION

TO A commercial Tax Murdered outside racing car with good chassis. For a fine buy see this Indian paint out of Purina.

$163

A DEAL VALUE IN HIGH FLIERS

Excellent for endurance. Well checked coupe with good chassis. For a fine buy see this Indian paint out of Purina.

$163

1935 SUBURBAN SEDAN

1935 CHEVROLET COUPE

1935 DODGE SEDAN

1935 FORD COUPE

1935 CHEVROLET SEDAN

1935 CHEVROLET COUPE

All good cars—sound as a dollar—but needs service and rubber down!

TERMS $ IN CASH

OL' OWEN KEOWN'S LIVERY STABLE

OPEN SUNDAYS AND EVENINGS

YOUR CHEVROLET DEALER
KEOWN'S KORNER
LINCOLN and WASHINGTON BLVDS., VENICE

THE CORRAL OF THE 12,000 MILE GUARANTEE

Milt Feinberg of Feinberg Advertising Agency, Los Angeles, thinks this full-page automobile dealer's advertisement from Aircraft News worthy of mention.

Dealers Invite Competition to Come Into Open

Chicago, May 20.—While American retailers welcome any form of open competition, including that of chains, they insist that their opposition shall come out into the open. This was the platform presented to the American Retail Federation here last week by William J. Cheyney, vice-president, National Retail Furniture Association, Chicago.

A complementary address was made Friday by Louis E. Kerstein, executive vice-president of Filene's, Boston, in which the view was presented that the time has come for retailers to tell the consumer of the difference between the cost charged at the level of production, and that charged at the level of distribution. The largest proportion of the mark-up, Mr. Kerstein asserted, is due to the cost of services demanded by the buyer, the list including credit, delivery and labor.

He also advised the country's retailers to balance their advertising. The chains have placed altogether too much emphasis on efficiency, while the independents have placed their trust exclusively in the virtues of "neighborliness." Each of these appeals has its place, but neither is omnipotent.

Mr. Cheyney distributed a new "Handbook on Trade Relations" which sets forth his thesis in great detail.

Asks Fair Fight

"Unlike attempts to secure the perpetuation of a business or a type or group of business men by legislative enactment," said this volume, "the trade relations movement does not seek to perpetuate any system of production, transportation, banking, insurance or distribution. It does not even seek to alter the trend of evolution in these important phases of the nation's economy.

"The trade relations project attacks those acts, conditions and trends which, allowed to run rampant, would scuttle any major system of distribution to which this country might give its approval.

"The philosophy that in open competition lowest costs and prices will be reached is basic as an American axiom."

Mr. Cheyney's treatise is aimed at the fallacy that any distributive function is non-essential. The wholesaler who essays to sell direct to the public learns that he must assume all of the burdens borne by the retailer, he contends. So many variations of this form of diversion have been practiced that the public is beginning to believe that all retailers are pirates. On the contrary, Mr. Cheyney asserted, most of the new practitioners are leeches on the distributive system and those who sustain it seekers of special privilege in buying.

Shift du Pont Heads

Pierre S. du Pont has resigned as chairman of E. I. du Pont de Nemours & Co., Wilmington, Del., being succeeded by Lammot du Pont, who is succeeded as president by Walter S. Carpenter Jr., formerly vice-president.

Promotes Fabric Finish

Garments made of Tebilized fabrics will be featured in first consumer advertising for the Tebilizing process, a patent-protected finish designed to give fabrics the power to resist crushing. A schedule in *Harper's Bazaar* and *Vogue* will be followed by extensive promotion to the trade. The finish is licensed by T. B. Lee Company, New York, American selling agent for Tootal Broadhurst Lee, Ltd., England, originator of the process.

St. Moritz to Kupsick

Hotel St. Moritz, Lake Placid, N. Y., has appointed J. R. Kupsick Advertising Agency, New York, to direct its account. A schedule in the resort sections of metropolitan newspapers has been released.

Short Wave to KFAR

Station KFAR, Fairbanks, Alaska, has been granted permission by the Federal Communications Commission and the National Broadcasting Company to rebroadcast short-wave broadcasts from NBC stations on a non-commercial basis. Because there are no cables or transmission lines between the United States and Alaska, it is impossible for Alaska stations to have a hookup on a commercial basis with the major networks.

Howell to KSFO

Clifton Howell, formerly on the staff of Charles Vanda, Western program director for CBS, and previous to that with Warner Brothers, has joined KSFO, San Francisco, as program director.

thesa
Here the trained eye and mind of the professional focus and direct the camera. The result is film that builds box office.
Obviously a camera handled by this creature lacks professional direction.

Make Your National Advertising 5 Times As Effective!

To see how—write today for your free copy of the analysis of the certified survey made on 20 national accounts in 13 cities, ranging in population from 4,978 to 750,000, in 6 states.

STANDARD OF COMPARISON ARTKRAFT

THE ARTKRAFT SIGN CO.
GENERAL OFFICES:
900 E. Kibby St., Lima, Ohio

SIGNS OF LONG LIFE

The World's Largest Manufacturer of All Types of Signs.

NAEA Speakers Run Gamut of Newspaper Field

Chicago, May 22.—A great variety of phases of newspaper advertising ranging from its psychology to consumer attitudes will be discussed at the annual meeting of the Newspaper Advertising Executives Association here June 23-27. The meetings will be held in connection with the 36th annual convention and exposition of the Advertising Federation of America.

Dr. Kenneth Dameron, a director of the federation and director of the Committee on Consumer Relations in Advertising, Inc., New York, will talk on "The Relations of the Consumer Movement to Newspaper Advertising Linage." Dr. G. W. Crane, psychologist, School of Commerce, Northwestern University, Evanston, Ill., will talk on "New Psychology of Advertising and Selling."

Other Speakers

Others who will speak are J. C. McGrath, advertising manager, W. T. Grant Company, New York; Bernard Ridder, publisher, *St. Paul Pioneer Press;* Don Patterson, director, national advertising, Scripps-Howard Newspapers; Harry G. Moock, vice-president, Plymouth Motor Corporation, Detroit; S. E. Thomason, publisher, *Chicago Times;* John Hoagland, promotion manager, *Louisville Courier-Journal* and *Times;* L. E. Keene, advertising manager, *Kalamazoo Gazette.*

D. A. Lundgren, advertising manager, the *Herald,* Clinton, Ia.; Joseph Foltz, advertising manager, *State Journal,* Lansing, Mich.; J. I. Meyerson, sales and promotion manager, *Oklahoma City Oklahoman;* P. R. Pettit, advertising manager, *Memphis Commercial Appeal;* Aubrey F. Murray, advertising director, *New Orleans Times-Picayune;* Roger Reynolds, advertising manager, *Indianapolis News;* Wilder Breckenridge, sales manager, Bureau of Advertising, American Newspaper Publishers Association, and Oscar J. Curley, advertising manager, *Dubuque Telegraph-Herald.*

Three Name Ed Wolff

Ed Wolff & Associates, Rochester, N. Y., has been named to direct advertising of the following accounts: Kellogg Division of American Brake Shoe & Foundry Company, Rochester, cushioned air compressors and photographic cooling trays; Larrowe Buckwheat Flour Corporation, Cohocton, N. Y., Pioneer pancake flour, and Pullman Mfg. Corporation, Rochester, sash balances.

NBC Advances Boyd

Maurice M. Boyd, formerly spot and local sales manager for the Eastern division of the National Broadcasting Division, with headquarters in New York, has been appointed NBC Central division spot and local sales manager with headquarters in Chicago.

PROMOTES PLAY

Typical insertion in the summer campaign of Michigan Bell Telephone Company in Michigan newspapers, urging residents of the state to stay in it for their vacations. N. W. Ayer & Son is the agency.

esame goes for POWER!

THE FUNDAMENTAL PURPOSE of a station's
power is to reach people with radios.
The greater the power,
the more people the station can reach.

That's elementary. But there's just as
elementary a fact that's frequently disregarded
—power unchecked spreads. The more it
spreads, the weaker it becomes.
Power harnessed and directed multiplies itself.

WOR's power-full 50,000 watts are concentrated,
directed, multiplied by means of a directional
antenna and unique over-water approach to
population concentrations. WOR's power is
increased three times by spearing it at
population centers; into cities where people
listen. It is tucked away from sparsely populated
areas on the West and the ocean on the East.
It is specifically designed to reach the greatest
group of markets in America with
the most power!

WOR

——that power-full station

Form Council to Boost Sales of Michigan Foods

Lansing, Mich., May 21.—Formation of a "Michigan Food Council" to stimulate the sale of edibles produced in Michigan, and to act as a "clearing house for the coordination of food production and distribution in the interest of more effective marketing and distribution of Michigan food products, a $190,000,000 business in 1939," has been completed by the state's newspapers, merchants and farmers, according to an announcement just released here.

A total of 435 newspapers, 190,000 farmers, and 12,000 independent and chain store retailers and wholesale concerns have joined in the movement under the auspices of the State Department of Agriculture, the Michigan State Grange, the Michigan Retail Grocers and Meat Dealers Association, the Michigan Chain Stores Bureau, and the Michigan Press Association.

Willis R. Keasey, representing the independent retailers, was elected chairman of the council; W. F. Doyle, manager of the chain store bureau, was named vice chairman and Gene Allman, manager of the Michigan Press Association, was elected secretary-treasurer.

Four to Jasper, Lynch

Jasper, Lynch & Fishel, New York, has been appointed to direct advertising of the following New York accounts: Concord Galleries, Inc., Fifth Avenue Galleries, Inc., and Lincoln Galleries, art auction houses, and Gutradt's, Inc., antiques and decorations. Metropolitan newspapers will be used.

Denson-Frey Moves

Denson-Frey & Affiliates, Inc., New York publicity and public relations agency, has moved its offices to the 15th floor of the McGraw Hill bldg., 330 W. 42nd street.

SOLD—

—one electric refrigerator every 20 minutes!

A nationally known department store*, here, putting on a special promotion reports the sale of one electric refrigerator every 20 minutes on the LAST DAY of a week-long sales event! Here's bang-up proof for advertisers of the sure-fire responsiveness to advertising in the columns of ACTIVE NEWSPAPERS in an ACTIVE market.

*Name on request

Journal and Sentinel
Winston-Salem, N. C.
National representatives
KELLY - SMITH COMPANY

Advertising Age

THE NATIONAL NEWSPAPER OF ADVERTISING

Trade Mark Registered in U. S. Patent Office

ISSUED EVERY MONDAY BY ADVERTISING PUBLICATIONS, INC.

Publication Office, 100 E. Ohio St., Chicago.....Tel. Del. 1337
New York Office, 330 W. 42nd St.....Tel. BRyant 9-6432
G. D. CRAIN, Jr., President and Publisher
S. R. BERNSTEIN, Vice-President. O. L. BRUNS, Vice-President. E. KEBBY, Secretary

Editorial Department
S. R. BERNSTEIN, Editor; IRWIN ROBINSON, Managing Editor; MURRAY E. CRAIN, A. P. MILLS, RICHARD B. ESPEY, FRANK HICKS, RALPH O. McGRAW, E. C. HALL and J. CORTADA, Associate Editors
Correspondents in All Principal Cities

Advertising Department
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MEMBER
Audit Bureau of Circulations, Associated Business Papers, Inc., National Publishers Association, Advertising Federation of America

Vol. 11, No. 22 May 27, 1940 10 Cents a Copy, $2 a Year

When the Consumer Decides

Raymond Rubicam made what we hope was a successful effort to clarify discussions of the consumer problem as it affects advertising when he reminded the Business-Consumer Relations Conference that the first job of advertising is to sell.

Putting it another way, the consumer tells the advertiser, by her response or lack of it, whether he is using an acceptable method of presenting his sales story. Assuming that advertising copy is truthful and decent, and does not otherwise run counter to general social requirements, its character is necessarily decided by the repeated test of what the consumer wants, as reflected in advertising and sales results.

Many people who speak as representatives of the consumer viewpoint, and confidently point out changes which should be made in advertising methods and appeals, either have no direct knowledge of what consumers, in mass, want, as measured by response, or else assign to advertising a function different from its primary job of selling goods.

Advertisers are making every effort to supply the apparent demand for more product information through better labeling. How much factual data of this character is also included in advertising is a technical problem to be determined in each case not by academic opinion but by actual test of advertising effectiveness.

The same considerations apply to the numerous distribution services which have been provided to meet consumer demand, and which obviously increase retail prices. Critics like Donald Montgomery demand lower distribution costs and lower retail prices, in general, yet fail to point out that there are already numerous distribution methods of this character, such as mail order catalogs, supermarkets and chain stores, in spite of which most consumers continue to buy the added distribution services available elsewhere at correspondingly higher prices.

The character of both advertising and distribution services, operated as they are under highly competitive commercial conditions, necessarily reflects the sum total of consumer preferences. To stay in business, advertisers and merchandisers must continue to provide the products, the promotion and the distribution methods which their customers approve through the convincing daily record of the retailer's cash register.

It must be obvious that no business can be successfully operated on a basis of supplying consumers as a whole with the kind of goods and services, and the type of sales promotion and advertising effort for those goods and services, which individual spokesmen and small groups assert that the consuming public wants. The job of advertising being to sell goods, it necessarily follows that the goods themselves and the manner in which they are sold must meet with the most widespread approval it is possible to obtain.

For Orderly Paper Markets

In spite of the reduction of world production of pulp and paper, and assuming that imports from Scandinavian mills will not be available for American consumers, mill capacity on the North American continent should be adequate for current requirements.

There is no indication that there will be a run-away market on either newsprint or book paper, especially if publishers and advertisers cover their requirements in orderly fashion. This means placing orders covering estimated needs on a definite contract basis, and accepting deliveries at an even rate, to make the best possible use of production facilities.

Prices are steady, and there has been no disposition on the part of the mills to create an artificial shortage. If buyers cooperate, prices will remain at reasonable levels. Normal inventories, regularly maintained, should result in orderly marketing operations, free from the hectic price situation which marked the first World War period of 1914-1918.

To a considerable degree, the same situation that applies to paper should apply to the numerous other items of supply in the publishing and advertising industry. Orderly and reasonable buying, careful estimating of requirements, and an equally reasonable and intelligent attitude on the part of sellers, should do much to keep advertising and publishing supplies moving freely at reasonable prices.

LIFE IN A CORPORATIVE ECONOMY

—*Collier's*

"In this corporation, Miss Dinsmore, they're known as stock holders—not bag holders!"

Ad-libbing

And We Thought It Was Over

Only recently did this column speak of the cessation in advertising copy of those many maladies bearing titles conjured up by clever copywriters. And now comes Fleischmann's Yeast with another, this one being called "Grade B Health." Photographs and Helena

Rubinstein tell the story well, especially the former. For if there are sadder looking damsels than those pictured in the three small photographs here, we have never seen them. And if yeast will give them any help, more power to it.

New Lyrics for Old

Life Saver copy has dug deep into the past to come up with a theme that's nostalgic with a new twist. A current insertion calls back the gay nineties in reprinting a page from the old song, "A Bicycle Built for Two" with new lyrics:

"Daisy, Daisy, this is my answer true
"I once was crazy all for the love of you.
"But now the affair is ended,
"Clarisse is my intended
"Her breath is sweet 'cause she doth eat
"Cryst-O-Mint Life Savers every day."

And that makes us feel rather sad because we always thought Daisy was a pretty nice girl.

Novel Calling Card

The Mid-States Gummed Paper Company, Chicago, has devised a calling card for its distributors' salesmen which almost makes these same salesmen superfluous. The card is actually a tiny booklet, a miniature sales presentation for the company's Green Core sealing tape. With page one presenting the salesman, ensuing pages are devoted to the product's salient features. One feature, incidentally, is Green Core's ability to improve the mental attitude of the employes using it, a point which the book says "will be appreciated by every purchasing agent." Last of the 12 pages in the booklet is a coupon for reply by mail, just in case the prospect doesn't feel like seeing the salesman who has been parked in the reception room all this time.

Plots, Incorporated

Though this desk is probably far less bothered than that of any daily newspaper, we have long felt that something should be done in re the voluminous outpourings from the savants, planners, and thinkers in all sections of the country who apparently have little else to do than establish a one-way correspondence with as many people as possible from F. D. R. on down.

A penny post card was received by this office yesterday. Below the address was the word "Prodecency." This either meant that the writer was for decency or that what he wanted to say was "precedency." The message read:

"Industrial autocracy is not democracy, and under our Constitution, neither the public nor its Gov't exist for the benefit of those who buy publicity. Who educated your sponsors in democracy?"

Will someone tell us what else this guy means?

Jottings . . .

Shell Oil Company seems to have found one sure way to bring its forthcoming advertising to the attention of retailers. It inserts loose full-color proofs of coming advertisements in its dealer magazine, "Shell Progress." In the current May-June issue, you pick up a loose ad proof almost every time you turn a page. . .

Information for Advertisers

The following documents may be secured without charge from companies sponsoring them, or through ADVERTISING AGE, by any national advertiser or advertising agency executive writing on his business letterhead.

No. 1647. *Survey of Mechanix Illustrated Readers.*

In this plastic-bound brochure, Fawcett Publications, Inc., reports a survey of *Mechanix Illustrated* readers, showing their occupations, hobbies, ownership and buying preferences. A table gives a breakdown of their magazine reading habits.

No. 1648. *New Information About St. Louis.*

St. Louis Post-Dispatch has issued this 1940 edition of its annual market study, which contains a wealth of information about the "billion-area"—its characteristics, people, institutions, retail trade and so on. It also gives figures on circulation and advertising linage in the various classifications for all St. Louis newspapers.

No. 1649. *A Sad Story with a Glad Ending.*

This brochure, issued by Barron G. Collier, Inc., tells the story of a man who had a product he wanted to sell to more people. This isn't a new story in this business, but it is put over amusingly and interestingly here, with cartoon illustrations and short, but pointed captions doing the work.

No. 1650. *Power . . . Where It Counts.*

Radio Station WHAS has issued this brochure on the Louisville market, its population, industries, employment, telling, as well, about the station's facilities and listener acceptance. Some sales successes are recounted, and trade aids are described.

No. 1644. *Valuable Data on New York.*

The New York Sun has issued this 1940 edition of its annual market data book. The study is divided into four sections: advertising, recording volume published by the eight general dailies in New York City in each classification during 1939; circulation, giving comparative records of each paper; editorial, covering *The Sun's* contents, and finally, facts about the market.

No. 1645. *Proof.*

In this brochure, *Look* demonstrates its ability to sell merchandise. Reproductions of retailers' newspaper advertisements which tie-in with *Look's* national accounts and editorial matter, and letters recounting results of the tie-ups, tell the story.

No. 1638. *The Women and Mary Mason.*

A success story of the Home Forum program, conducted by Mary Mason, is related in this folder issued by Station WRC, Washington, D. C. An outline of subjects covered in the program, a list of products advertised since last July, and statements from listeners and advertisers tell the tale.

No. 1614. *An Analysis of Ohio Liquor Sales.*

The Cleveland Press has issued its fifth annual survey of the Ohio liquor market, which includes detailed sales information for all brands in all classifications, with data on both wholesale and retail selling operations. A new feature of this study is a sales map with each county shown in proportion to total dollars spent for liquor during the year. A large map accompanying the study shows Ohio's wet and dry counties.

"Bless us," cried the mayor, "What's that?"

Sixty-three years have passed since Farm Journal rediscovered the "secret charm" with which Hamelin's Pied Piper could "draw all creatures beneath the sun." Read Browning's poem again* and you'll see that he promised each group of listeners the things they wanted most, in terms they could believe.

Today 2,500,000 families who live by the soil follow happily and eagerly another Piper's promise of "a joyous land where waters gushed and fruit trees grew, and flowers put forth a fairer hue, and everything is strange and new." For Farm Journal's editors pipe to them the magic of fact, the wizardry of progress, the lilting persuasion of modern methods.

And the mayors of a thousand towns repeat "Bless us, what's that?" as the Farm Journal's Pied Piper leads a honking, singing horde of men, women and children to town, sends them swarming over grocers and druggists and car dealers and appliance men in search of the modern things he's promised them—and shown them how to own.

Unless you are farm bred and raised, you may not find the Piper's message in every word and paragraph of Farm Journal. But if you are an advertiser you'll soon feel its irresistible urge, its unbelievable results on farm folks' thinking, living, and buying. We'd like to show you what the Piper has done for America's largest advertisers. We'd like to put him to work for you.

**A brochure reprinting "The Pied Piper of Hamelin" sent free on request.*

Graham Patterson, *Publisher*
WASHINGTON SQUARE, PHILA.
NEW YORK • CHICAGO • LOS ANGELES
DETROIT • SEATTLE • SAN FRANCISCO

FARM JOURNAL and Farmer's Wife

Today's Greatest Rural Force

Copywriting Termed 'Delicate Art' by Christopher Morley

Layout as Important as Text, Warns Author of "Kitty Foyle"

By JUDITH CORTADA

New York, May 22.—Advertising is a rare and delicate art, an intuition, according to Christopher Morley, and it is a pity to conventionalize an art by tying it down to the little black and white rules of a profession.

In his office hideaway in a garret "somewhere in New York," the author of "Kitty Foyle" and numerous other best-sellers, rambled on today in leisurely fashion about his views on advertising in general and advertising copy in particular for the benefit of ADVERTISING AGE. He hastened to say that he does not wish to set himself up as an arbiter of immutable laws about advertising or anything else. These are merely his "hunches."

Mr. Morley is qualified to speak, having donned the mantle of a copywriter last fall when "Kitty Foyle" was published. Penned by him, a series of 27 advertisements appeared twice weekly in the *New York Times* through Schwab & Beatty, agency for J. B. Lippincott Co., the publisher. "Kitty Foyle," or "The Natural History of a Woman," as Mr. Morley referred to it in his copy, found a place on best-seller lists soon after publication, and has sold more than 150,000 copies.

Just Helping Along

In explanation of this rather unusual writing venture for a novelist, Mr. Morley said that, having created a character, he felt it his duty to help put her in circulation.

"I would have been a traitor to Kitty Foyle if I hadn't. When a mother begets a child, her responsibility doesn't end there. Just as she must give her child a boost into the tissues of life, so I had to make Kitty Foyle come to life in other people's minds."

Mr. Morley's advertisements partook of the nature of a literary joke and were unique in the history of book advertising in that they did not mention the author, his idea being that he was selling a character, not a book, and that the writer was therefore of no importance. In Mr. Morley's words, "nobody gives a damn about Christopher Morley; it's Kitty Foyle they should get to know."

Copy for the entire series was written in the humorous, whimsical style that Morley fans admire and the footnotes appended diagonally to the advertisement were sufficient to distinguish them from conventional book advertising. For example, "Not a Book, but a Woman;" or "Meet You at Snorty West 40."

Morley Copywriting Rules

If Mr. Morley stoops at all to making laws about the writing of copy, it is only in two matters he considers vital and basic. Principle number one is: "Keep your print one jump ahead of the serif."

"Make type and ink your servant, not your master," he elaborated. "I write advertising as I write a sonnet. The layout of an ad is as important as the cadence of a poem. Text, spacing and layout all together are as important as the orchestration of a piece of music."

These are matters about which you can't make laws, according to Mr. Morley. He believes that the copywriter must find the right road intuitively, not by following other people's time-worn ideas. In this connection, the author permitted himself a few well-chosen words at the expense of books about advertising.

"One trouble with advertising men," he declared, "is that they're fascists at heart. They want a dictator who will tell them what to do —the things they should know intuitively. If that were not the case, all those books on advertising would never have been written."

Another meaty comment offered by Mr. Morley as he tilted back in his chair, his feet comfortably resting on the couch, was: "Try to figure out beforehand what people are thinking and utilize that latent pressure and inchoate force to forward your purpose."

Help for Females and Whales

Mr. Morley's idea of a good advertising man was "the guy who watched the 'Maginot Line' where women became sick and tired of wearing a whalebone cuirass somewhere around 1912 and introduced those stretchable girdles." In an aside, the novelist-copywriter remarked that "it must have been a great relief to the whales."

"Women were fed to the teeth with wearing cast iron clothes," Mr. Morley continued, "and they didn't know it. The fellow whose instinctive sense of timing is up to that can write advertising."

In philosophical terms, Mr. Morley would advise the copywriter to "watch the inscrutable frontier where velleity, or subconscious force, becomes will." No rules are possible, Mr. Morley explains, because advertising is directed at human beings who do not act according to proscribed laws.

"The advertising man doesn't look far enough ahead psychologically to find out what people will be thinking," Mr. Morley asserted. "A swell ad one day may be a stinking ad on another day. Some people don't realize what a bundle of complexes, hopes and despairs the average human being is."

Einstein Gets In, Too

While Einstein and his theory of relativity may never enter the heads of those who write advertising copy, Mr. Morley opines that what is true in one department of life applies to all.

"Just as a physical body changes shape according to the speed with which it moves, according to Einstein, so advertising copy changes in effectiveness with the month and day."

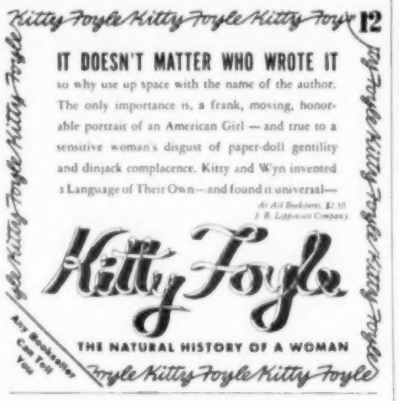
Mr. Morley's efforts in behalf of "Kitty Foyle" comprised his second stab at advertising copy. Some time ago he was associated with a theatrical venture in Hoboken and the campaign he conducted embodied all his ideas about advertising. He persuaded the advertising manager of the old *New York World* to allow him to use the famous page-opposite-editorial for a theatrical advertisement, a revolutionary step in itself.

"In writing the copy, I played up the ferry ride to Hoboken, the beer you could drink there and the theater itself," he recalled. "Everybody knew that the ferry ride couldn't be compared to the French Line, as I said, that the beer was terrible and that the theater was a cockroach-ridden old barn, but I used those disadvantages in a humorous way and gave that trip to Hoboken all the aspects of a holiday. People were sick to death of the stereotyped atmosphere of Times Square but they didn't know it until I reminded them. I utilized the pressure behind the dam."

DEMAND SOARS

Kitty Foyle Kitty Foyle Kitty Foyle
15
BE PATIENT WITH
your bookseller . . . maybe he was looking the other way while Kitty was climbing . . . It takes time to mift a beautiful book with 100,000 carefully chosen words in it, and Quinn and Boden, conscientious printers, are working extra shifts for Kitty. Paper now ordered for the ninth large printing and our advertising man spends the night on his desk. (rolltop).
Kitty Foyle
THE NATURAL HISTORY OF A WOMAN
Foyle Kitty Foyle Kitty Foyle
Next: You at SNORTY WEST 40

One of the advertisements in the unusual Kitty Foyle series—this one a short essay on patience.


Kitty Foyle Kitty Foyle Kitty Foyle
12
IT DOESN'T MATTER WHO WROTE IT
so why use up space with the name of the author. The only importance is, a frank, moving, honorable portrait of an American Girl — and true to a sensitive woman's disgust of paper-doll gentility and dinjack complacence. Kitty and Wyn invented a Language of Their Own—and found it universal—
Kitty Foyle
THE NATURAL HISTORY OF A WOMAN
Foyle Kitty Foyle Kitty Foyle
Any Bookseller Can Tell You

Probably the only series of book advertisements which didn't mention the author's name, this insertion explains the reason for the departure.

Some Jump!
ALTHOUGH HOUSTON IS THE LARGEST CITY in Texas . . . the second largest city in the South . . . and one of the fastest growing cities in the United States, the growth of The Houston Chronicle has been even more rapid than that of Houston.
Today, The Houston Chronicle, with a Daily Circulation of 111,912 and a Sunday Circulation of 116,892, covers a greater percentage of the families in the Houston market than ever before.
In Daily City Circulation alone, in the last five years, The Houston Chronicle has gained 19,997 subscribers! That's some jump! In fact, it's a 57% greater increase than the Post's and 365% greater than the Press'.
In Houston, it is not necessary to use two newspapers. The Houston Chronicle alone can do the job for you.
THE HOUSTON CHRONICLE
First In Circulation and Advertising For Over a Quarter Century
R. W. McCARTHY
National Advertising Manager
THE BRANHAM COMPANY
National Representatives

Announce Winners in Portland Ad Contest

Rita Wright won the annual advertising contest for University of Oregon students conducted under the supervision of the Portland office of Botsford, Constantine & Gardner, Pacific Coast agency, and W. F. G. Thacher, professor of advertising at the university. John Giesy was second, Charles Stafford third and William Ralston and David Hunter won honorable mention.

Each year the contestants plan a localized campaign for some agency account.

Issues "AGMA Book"

The Associated Grocery Manufacturers of America, Inc., has issued the second edition of the "AGMA Book of Grocery Advertising," with compilation and supplementary material by Zola Vincent. Included in the book is a chapter on "Newspaper Ad Tips," prepared in cooperation with Meyer Both Company, New York, producer of newspaper advertising services, along with suggestions on copy, layouts, headlines, special events and dealer helps.

Six Name Diller

K. W. Diller & Co., Center Ossipee, N. H., has been appointed to direct the following accounts, all in New Hampshire: Mountain View Home, Whitefield; Philbrook Farm Inn, Shelburne; Hillside Inn., East Hebron; Holiday Hill, Intervale; N. H. Fibercraft Corp., Wolfeboro, and Huggins Memorial Hospital, Wolfeboro. Kennard J. Keen has been appointed vice-president, and Charles J. Lennon, production manager, of the agency.

Grinnell Joins Agency

George Grinnell, formerly with Schenley Products Company, New York, has been appointed assistant space buyer of Geyer, Cornell & Newell, New York.

Morton Salt Moves

Morton Salt Company, Chicago, has moved its general offices to 310 S. Michigan avenue.

THE STRANGE CASE OF THE FATHER

WHO GREW FASTER THAN HIS LITTLE BOY

EVERY ONE exclaimed about how big little Buddy Brown was getting. His mother beamed; the relatives nodded approvingly. Then—

Mr. Brown started growing. Nobody noticed it at first. Then *everybody noticed it.* Suddenly it became apparent that Mr. Brown had grown two and a half times as much as Buddy recently. The doctor scratched his head . . . and called specialists. News magazines and movies featured Mr. Brown.

Well—

Magazines are like people.

For 57 years the Ladies' Home Journal has been an established favorite in American homes. Now, suddenly it has become a publishing phenomenon . . . growing by leaps and bounds . . . outstripping the increases of its youngest contemporaries.

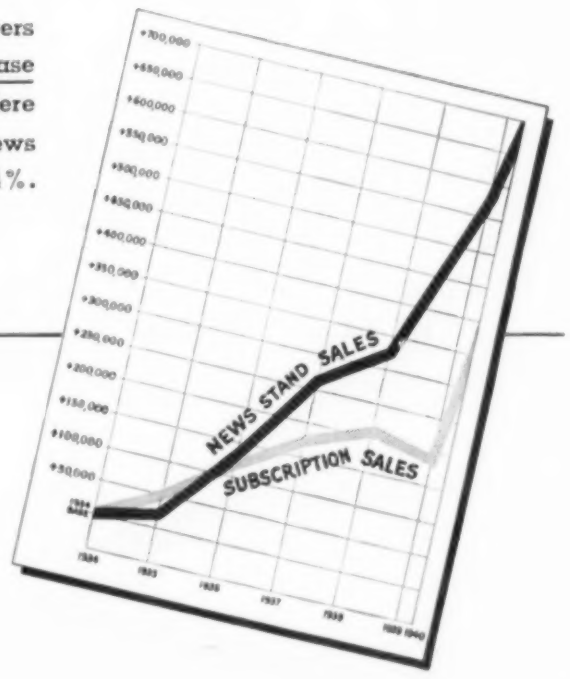
The Journal not only has the largest paid magazine circulation in the world—but in the last half of 1939 it became America's *fastest growing magazine.*

There is no secret about this growth. It results from pleasing half the population (the feminine half) all the time. That is why more than 3,500,000 women are buying the Journal today. Advertisers are following suit. The last issue to close showed 35% dollar volume increase over a year ago.

LADIES' HOME **JOURNAL**

THE MAGAZINE WOMEN BELIEVE IN

Over 1,000,000 new buyers in 6 years! (And no increase in advertising rates!) Here is how it was done: News stand sales gain, 144%. Subscription gain, 30%.



Retail sales reveal the Tribune's

"WAY WITH WOMEN"

DOMESTICS AND BEDDING—60%

The Tribune is the daily buying guide of a majority of Chicago and suburban families. Knowing this, Chicago department stores last year placed in the Tribune 60% of their total appropriations for advertising domestics and bedding in Chicago newspapers.

TOILET GOODS AND DRUGS—61%

Because the Tribune is Chicago's leading women-appeal medium, Chicago drug stores and the drug and toilet goods departments of department stores awarded this newspaper 61% of their Chicago newspaper advertising appropriations during 1939.

● *One million dollars* is the average daily sales quota of Chicago department stores and specialty shops! To maintain such a pace, day after day, these merchants depend mainly upon newspaper advertising. Experience has proved to them that no other medium is as effective in getting quick, volume buying action from women.

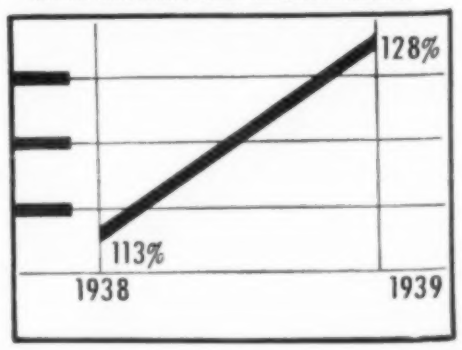
So convinced are retailers of the Chicago Tribune's ability to deliver daily buying crowds of women that during the year 1939 Chicago department stores and specialty shops placed *in this one newspaper*, fifty-two cents out of every dollar appropriated for women-appeal advertising in newspapers. That's more than they placed in all other Chicago newspapers combined!

The Tribune's remarkable success as an advertising medium keeps pace with its reputation as a newspaper. The Tribune's news coverage, special features, editorial policies and service departments attract Chicago's largest constant audience. In Chicago and suburbs every day

EVERYDAY READERSHIP OF THE TRIBUNE BUILDS GREATER RESPONSE FOR ADVERTISERS

Because they read it every day of the week, Chicago women place more value on the Tribune, read it more closely, respond to it quickly. Because of this relationship and because there are far more women reading the Tribune than read any other Chicago newspaper, department stores and specialty shops increased the Tribune's lead in expenditures for women-appeal advertising during the past year over the next newspaper from 113% to 128%.

TRIBUNE LEAD OVER SECOND CHICAGO NEWSPAPER



★ ★ **PROOF**—during the year 1939, Chicago department stores and specialty shops placed in the Tribune 52% of their total newspaper appropriations for women-appeal advertising—more than they placed in all other Chicago newspapers combined!

WOMEN'S CLOTHING
65%

Every day Chicago's largest constant audience of women scans the Tribune for "buys" in wearing apparel. Result: Chicago department stores and specialty shops allotted to the Tribune the lion's share (65%) of their budgets for women's wear advertising in newspapers during 1939.

WOMEN'S SHOES—61% Because the Tribune is unequaled in its ability to get buying action from women, Chicago department stores and specialty shops last year placed in the Tribune 61% of their budgets for advertising women's shoes in Chicago newspapers.

of the week the Tribune sells over 800,000 copies—from 335,000 to 500,000 more than other Chicago newspapers.

Surveys of reading habits show that the Tribune is the newspaper preferred by Chicago women. The year after year increase in the proportion of expenditures for women-appeal advertising carried by the Tribune demonstrates that Chicago women depend primarily on the Tribune for buying guidance.

If you want to sell more of your product to Chicago women, build your advertising program around the Chicago Tribune.

Tribune general advertising rates per 100,000 circulation are among the lowest in the country

Average net paid total circulation during April: Daily, over 1,000,000—Sunday, over 1,180,000

INFANTS' WEAR
53%

Chicago department stores know that the Tribune reaches Chicago's largest constant women audience. Consequently, during the year 1939, these retailers awarded the Tribune 53% of their appropriations for infants' wear newspaper advertising.

SERVING CHICAGO FOR 92 Years

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Editor Gets Something Off His Heavy Chest

To the Editor: I have just been reading the item under the heading "Subtle Bribery" in your Ad-Libbing department of the April 29 issue of ADVERTISING AGE. If you are going to pound out some "stinging pieces," in addition to the one you have in mind about advertisers who send photographs to editors with the notation that bills for cuts will be approved, put in a stinging paragraph about the chiseling advertising man who sends in an ad plate from ⅛ to ¼ inch wider or longer than the size specified in his contract, figuring that you will accept it rather than to annoy him with an argument or run a chance of losing the month's insertion while waiting for another cut to be made.

And you might put in another stinging piece anent the fellow who makes his ad in the form of a reverse plate so as to dominate his neighbors on the same page and then kicks if you get another reverse plate on his page.

And you might add a stinging piece about the fellow who sends in a dinky one-inch or one-eighth page of space and specifies that it must be in the upper right hand corner of a right hand page. (No soap.)

And then there is the bird who has the gall to buy the smallest display space he can get in your paper for a one-time insertion and when he sends in copy for the ad, sends along with it a publicity item that would fill a column and specifies that it not only must be used, but must be used on the same page with his ad. (He doesn't get away with it.)

Add to these the guy who—on your closing date—wires you that a plate has been mailed and then starts making up his ad, figuring that you will hold the press if you think the plate is on the way.

If you want to write some "stinging pieces" about pains-in-the-neck for editors, write about these.

JUSTA DUMM,
Business Paper Editor.

▼ ▼ ▼

Another Knight Tilts Lance for Fuller & Smith & Ross

To the Editor: The April 22 issue of ADVERTISING AGE was read yesterday, upon my return from an out-of-town trip. In that issue you give exclusive, though somewhat facetious credit to the new offices of J. M. Mathes, Inc., for providing a coat room for the use of callers. The item states, "No other agency is known to offer a similar convenience."

About two years ago, to my knowledge, the reception room of the Cleveland office of Fuller & Smith & Ross, Inc., was rearranged and redecorated. At that time a coat room was provided for the convenience of publishers' representatives and all other callers. In that office, you are not only invited to make use of the coat room, but you are directed to do so by the charming but firm receptionist.

It is surprising to find that ADVERTISING AGE missed the opportunity of giving Fuller & Smith & Ross, Inc., the credit for this innovation when it was established in Cleveland, some two years ago.

W. L. GLENZING,
Advertising Manager, *Civil Engineering*, New York.

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Rugged Individual

To the Editor: Whatever you think of the attached ad we have clipped from a country weekly, it must be the height of something or other.

Anyway, this emphatic exponent of very rugged Rugged Individualism has been advertising like this for many a year, and as far as we have been able to observe, entirely without blue-penciling.

If any of your readers can match this one, I'd certainly be interested in seeing what they have to offer.

Old Doc Stilson Says:

Some of my Former Friends got my "nannie" talking about The Great And Wonderful Jim Brown and his prices.

HOW DOE'S THIS LOOK TO YOU

Jim Brown's price for 50 10ft. 28 Gauge Corrugated Sheets is $57.50.

My price for the same stock is $48.75

Jimmie sure makes you no saving there. No, I do not stock Proprietorial Pills, Bull Rings, Fish Step Ins, Side Hill Plows, Horse Rakes, Hog Scrapers or Work Pants, Rakes, Sanitary Aprons, Silk Hose or Horse Collars. Know nothing about prices on this junk. Out of my line.

Only Dealer in Schoharie County Who Has Wheeling Patented Channel Drain Roofing

Try the above stunt with some of the so called Channel Drain Jobs Sold by Lumber Yards, Feed Stores and Mail Order Houses. See if you do not get sore.

GRAVITY AND COMFORTZONE AIR CONDITIONED
HEATING PLANTS
Either Coal, Oil or Stoker Fired

Yes, we are just crazy enough to believe that we can give you a more Comfy or Air Conditioned Heating Job than any one else in this section. Ask the members of the State School Grange what we did for them for a very very bad case of Cold in The House after a number of Quacks had failed to bring about a cure.

STILSON, M. D. - Cobleskill, N. Y.
Still On The Bowery
Emergency Calls Phone 77

P. S. Stilsons have been in the Roofing & Heating game in Cobleskill since 1875. Tell end of the family still here and going strong. Hope to live long enough to see The Dutch Paper Hanger, Old Weesie and the limp of the Devil Stalen get a good licking. Yes, and the New Deal goes on to its reward, provided there is any reward left aside for it anywhere, any place, which I rather question.

DOC

Proves It's "Duck Soup" to Sell Winthrop Shoes

To the Editor: The can of "Duck Soup" which we are sending you under separate cover is not a sample of one of our client's products.

This promotion is the novel way being taken by the Winthrop Shoe Company (division of International Shoe Company) to tell their customers and prospects how easy it is to sell Action-Free Construction, Winthrop's new flexible sole feature for men's dress shoes.

This part of Winthrop's fall advertising campaign is backed by full pages in *Boot & Shoe Recorder;* by *Esquire* advertisements; and by direct mail, display cards, college newspaper ads, and attractive window and store displays designed to help the dealer capitalize to the fullest extent on Winthrop's new Action-Free Construction.

ROSEMARY LAWLER,
Westheimer & Co., St. Louis.

[Editor's Note: The "Duck Soup" went to dealers with an attractive two-color label around it, which, when read all at one time, said: "Winthrop's sensational new 'Action-Free' construction makes increased business duck soup. Let your Winthrop representative tell you all about 'Action-Free.'" The label's side panels carried this notation: "P. S. 'Duck soup' is out of season, so we're sending you this can of Campbell's delicious tomato soup instead."]

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Clears Up ANA Stand on Irregular Media

To the Editor: In your May 20 issue you have a first-page article titled, "Special Editions, Irregular Media Condemned by ANA."

The text is in accord with the news release of the Association of National Advertisers, but the paragraph on irregular publications is open to misinterpretation. This is due to the fact that their statement reads: "publications and programs issued by trade or other organizations, associations, professional societies, political parties and the like" instead of publications and programs issued *at irregular intervals.*

You can readily see the difference and I thought in the interest of better editorial service you would want to make a correction in your next issue. The ANA, as you know, has no quarrel with regular established publications of associations or professional societies.

This point was emphasized in a talk I had with George McMillan, secretary of the ANA, this morning, who acknowledged that their statement would be clearer if corrected as above.

FREDERICK LASK,
Advertising Manager, The American Society of Mechanical Engineers, New York.

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Brochure Gives Much Information on Textiles

To the Editor: In all this discussion of consumer education and the educator-consumer attack on advertising as such, we believe the brochure enclosed to be of importance.

At least that is what the leading people in the textile business tell us. It is significant also from another angle because it is prepared for the educator-consumer movement and is being circulated by Textiles Education Bureau, a division of this company, to educator and group leaders throughout the country.

Those unfamiliar with processes of production and distribution we believe are inclined to think that this informative labeling idea is simple and can readily be put into effect. While the textile industry is one of the complicated ones, something of the same difficulties obtain in other industries.

You will note that we are making copies of the brochure available to any who might want them for distribution, but for the most part the bulletin is being distributed through the regular educational channels.

GEORGE R. HORTON,
The Byron G. Moon Company, Inc., New York.

[Editor's Note: The brochure referred to is an eight-page file-size folder written in informative style and including charts. A key to its contents is given in the following introduction:

"Broadly speaking, the textile industry favors informative identification of its products. That is, it is willing to supply data to guide the buying public—the consumer—in selection of textile merchandise which will give satisfaction in use.

"As to the form and substance such data shall assume, the manufacturer is uncertain, first, because the public seems to be confused and far from unanimous as to what information it needs to have; and, second, because it is an extremely complex industry, the problems of identification are likewise extremely complex.

"It is the intent of this discussion to set forth:

"1. The complex system which has grown up in the production and distribution of textiles. This is undertaken because an understanding of the industry's intricate structure is vital to an understanding of its many problems.

"2. Methods of labeling that have been employed, their strength and their weakness.

"3. Methods now being employed, successfully, to supply informative labeling that serves alike the interests of consumer, distributor and producer of merchandise. This is essential because no system can survive which destroys any one of the three interests."]

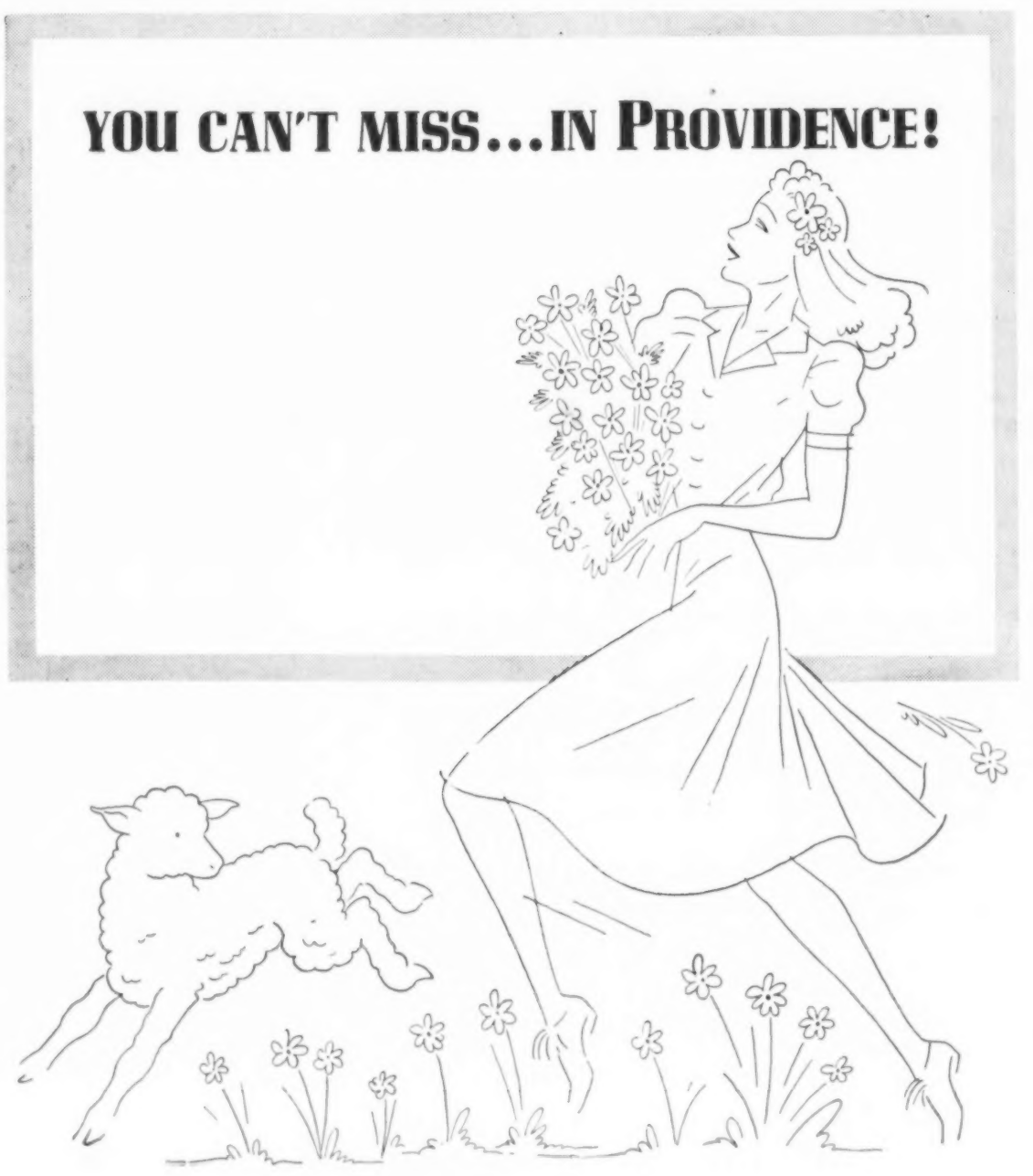
▼ ▼ ▼

He's Made It!

To the Editor: In all the 30 years I was in the advertising business I never got my name in your publication. So here is the item I am submitting:

"Frank W. Maas, former N. Y. City publisher and advertising manager of several publications at various times, moved to Florida last June and is with A. P. Phillips Company, advertising agency of Orlando. Frank does not like Florida and hopes to return to N. Y. soon."

F. W. MAAS,
Orlando, Fla.



SHOWERS in April: flowers in May. But in Providence sales can be matured ANY day in the year! Here, per capita retail purchases outbloom U. S. varieties by 19% — because families with comparatively higher incomes are the hardy perennials especially responsive to the cultivation provided by Rhode Island's blanketing media.

Everybody reads the PROVIDENCE JOURNAL-BULLETIN
In New England's Second Largest Market!

REPRESENTATIVES: Chas. H. Eddy Co., Inc. • New York • Chicago • Boston • Atlanta • R. J. Bidwell Co. • San Francisco • Los Angeles

HEADS N. Y. WOMEN

Elsie Stark, Best Foods, Inc., new president of Advertising Women of New York.

Glass Container Shipments 11% Ahead of 1939

White Sulphur Springs, W. Va., May 22.—All five classes of glassware—food containers, re-use containers, liquor ware, medicinal and toilet ware and general purpose containers—have seen a rise in volume from Jan. 1 to April 30, 1940, compared with a similar period in 1939 with the average increase at 11 per cent. This was the good news which made the 22nd annual meeting of the Glass Container Association here a happy one.

Cooperation with packaging machinery makers to better service to glass packers has been undertaken by the association. Outstanding developments have been the production of a light-weight, no-deposit bottle for beer and a standardized, two-quart milk bottle.

A song calculated to add a harmonious note to the promotion of glass containers was introduced here by the Four Marshalls, radio entertainers, who sang "I'll Bottle Your Love." The lyrics were written by Scott Faron, association advertising manager, and the music by Michael Field, professional song writer.

Sarra Adds N. Y. Staff

The following have been appointed to the New York staff of Sarra, Inc., Chicago photographer, who recently opened a studio in New York; Michael Orenvach, architectural settings; Alden Weeks, photographer, who formerly headed his own studio; Helena Tidridge, stylist, and John McCallion, service staff.

Schick Names Kudner

Schick Dry Shaver, Inc., Stamford, Conn., has appointed Arthur Kudner, New York, to direct its account.

PRODUCT IDENTIFICATION

PULLMAN
QUALITY
LIVING ROOM
FURNITURE

HIGH EMBOSSED BRONZOID

This Fine Sign
Created and Produced by
The K.C.S. Company
KIRBY-COGESHALL-STEINAU CO.
MILWAUKEE, WISCONSIN
LET US HELP YOU CRYSTALLIZE YOUR IDEAS INTO EFFECTIVE SALES AMMUNITION. JUST SEND A ROUGH SKETCH AND A MEMO. NO OBLIGATION, OF COURSE. INCLUDE PROOFS OF ALL "MUST" UNITS. DICTATE THAT MEMO TODAY.

NIAA Chapter Re-elects Creagh President

E. V. Creagh, sales promotion manager, American Chain and Cable Company, Bridgeport, Conn., has been re-elected president of the Industrial Advertising and Marketing Council, a chapter of the National Industrial Advertisers Association. Other officers are A. W. Tucker, Henry G. Thompson & Sons Company, New Haven, re-elected 1st vice-president; D. M. Davidson, Fafnir Bearing Company, New Britain, 2nd vice-president, and Galen Snow, Snow, Bates & Orme, Inc., Springfield, Mass., re-elected secretary and treasurer.

Alexis Doster, Torrington Mfg. Company, Torrington, Conn., and E. N. Bidwell, Whitney Chain Company, Hartford, were elected directors for two years.

Puppets to Tell Sales Story for Royal Tire Line

New York, May 21. — Eschewing both the horror appeal and highly technical terminology, U. S. Rubber Company is introducing a striking innovation in tire advertising this month with the inauguration of a new campaign for the Royal Master line.

Two puppets, Jimmy and Lily May, make their debut as messengers of good will for the company, portraying human interest situations that involve motoring and tires. First insertion in the campaign appeared in the May 13 issue of *Life*, and was followed by the May 25 issue of *The Saturday Evening Post*. The series will continue thereafter in pages and halfpages in the two magazines throughout the summer and fall.

The experiment, the company explains, is designed to "attract and influence readers through friendliness and warmth." About three-quarters of the space in each advertisement will be devoted to the experiences of the puppets, with the remainder taken up by a small block of copy indicating how Royal Masters are needed to solve the problem of the moment plus an illustration of the tire and a brief, nontechnical description of its structural features. Campbell-Ewald Company of New York is the agency.

Begin Georgia Peach Drive June 15

National promotion of Georgia's 1940 peach crop will get under way about June 15 with an enlarged program of newspaper and point-of-sale advertising. The campaign will continue through June, July and August in the East and Middle West. Peach growers of Georgia and the Carolinas will pool their funds for the drive.

Display materials will be distributed to three times as many retail stores as last year.

Name Strickland

Kenneth Strickland, formerly of Anniston, Ala., has been named advertising manager of the *Daily Times*, Milledgeville, Ga., succeeding Charles Thorp, resigned.

A GIRL'S BEST FRIEND IS HER NEWSPAPER

The Story of a Bride!

WHEN he asked her to come pick the ring, she already knew the kind she wanted. She had seen it illustrated in an ad in her favorite newspaper.*1

With the new diamond on her finger, she started in quest of—well, what is it a woman needs to face a big event?—new clothes, of course. But trudging the streets for a trousseau tried her patience. Discouraged, she returned home to find the solution to her shopping problem lying on the doorstep where the newsboy had left it.*2

The gap between Miss and Mrs. was fast closing and the new apartment was still unfeathered. But the bride knew what she wanted. That dining room suite in last night's paper*3 was just the thing.

Several years passed by, and the bride attained the status commonly known as "young matron." She found washing three-cornered pants, however, a tiresome chore. So she lost no time in turning to the pages of that same newspaper to find a washing machine.*4

And so it went, from single life through wedded bliss, one of the bride's best friends was her daily newspaper, the American woman's greatest source of information on where and what to buy.

*1 The TIMES FIRST evening paper in Jewelry advertising in Chicago.

*2 The TIMES FIRST evening paper in Women's Clothing store advertising in Chicago.

*3 The TIMES FIRST evening paper in Furniture and Household advertising in Chicago.

*4 The TIMES FIRST evening paper in Electrical Appliance advertising in Chicago.

THE TIMES
CHICAGO'S PICTURE NEWSPAPER
NATIONAL REPRESENTATIVES
R. J. BIDWELL SAN FRANCISCO
SAWYER-FERGUSON-WALKER CO. NEW YORK DETROIT CHICAGO
N. ANGIER ATLANTA

Newspaper Rate Structure Said to Be 'Outmoded'

Mineral Wells, Tex., May 22.—The present newspaper rate structure has outlived its usefulness, George C. Biggers, executive vice-president of the *Atlanta Journal*, asserted in his report as chairman of the advertising committee of the Southern Newspaper Publishers Association, read in his absence by Harry Bradley, of the *Birmingham News* and *Age-Herald*.

Mr. Biggers quoted Media Records figures to prove that general advertising in newspapers has suffered a steady decline during the past decade, a condition which he attributed both to an outmoded rate structure and antiquated selling methods.

He quoted from the annual report of Outdoor Advertising, Inc., to suggest that the centralized selling plan of the outdoor industry produces national business at a far lower cost than prevails in the newspaper field.

Urges Discounts

Mr. Biggers urged newspapers to follow the example of other media in offering inducements to national advertising through discounts for volume and continuity.

The local-national rate differential, he asserted, has been increased to a point which definitely discourages national advertising. In addition, he pointed out, lack of uniformity in rate practices is an additional handicap, color rates, for example, being offered at widely varying surcharges and minimum space requirements.

Discuss Rate Situation

The rate situation was the subject of an interesting round table discussion. E. K. Gaylord, *Daily Oklahoman* and *Times*, a member of Basic Newspapers, Inc., declared that the volume and frequency discounts offered by that group were devised after two years of research as the only method of correcting the unsatisfactory situation in the national field. Ralph Nicholson, *Tampa Times*, which has recently issued a rate card offering similar discounts, said he had been impressed with the soundness of the Basic Newspapers plan.

CONFUCIUS HAS SHORT ENGLISH RUN

Confucius, he say:
One ounce value worth
ONE POUND talk
K4
Better-than-ever
Real Virginias
10 for 6d
ALSO 4 AND 20–1s 2d
"Four for your friends"
Kensitas
£1 will be paid to the sender of each of the five (5) cleverest "Confucius, he say" proverbs received each day until 1st July, 1940, by J. Wix & Sons, Ltd., 238 Old Street, London, E.C.1.
Wise man, he say:
One ounce value worth
ONE POUND talk
K4
Better-than-ever
Real Virginias
10 for 6d
ALSO 4 AND 20–1s 2d
"Four for your friends"
Kensitas
£1 will be paid to the sender of each of the five (5) cleverest "Wise man, he say" proverbs received each day until 1st July, 1940, by J. Wix & Sons, Ltd., 238 Old Street, London, E.C.1.

J. Wix & Sons picked up the "Confucius say" craze in England, but the delicate sensibilities of the English people, and possible objections from Chinese, soon turned Confucius into "wise man," as these before and after ads indicate.

Anton Bruehl Elected

Anton Bruehl was elected president of the Society of Photographic Illustrators, Inc., at its annual meeting at the Advertising Club of New York. Other new officers are Grancel Fitz, vice-president; N. Lazarnick, secretary, and William Fish, treasurer. Directors are Emelie Danielson, C. T. Underwood, Frank Canter and Ralph Bartholomew, and representing the Chicago chapter, Valentino Sarra and Fidelis Harrer.

Two Appoint Best

Frank Best & Co., Inc., New York, has been appointed to handle the advertising of Heineken's Holland House and the British Buttery at the New York World's Fair. Newspapers and magazines will be used.

Congratulations

CONGRATULATIONS is used by mothers as an authoritative guide in selecting the best products for their babies.

DOMINANT

. . . among three-quarters of a million families with three-quarters of a billion dollars to spend . . .

The Courier-Journal
THE LOUISVILLE TIMES
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Freight Rates Hold Southern Industry Back, SNPA Told

Publishers Learn of Changed Subscription Sales Practice

Mineral Wells, Tex., May 22.—The greatest barrier to commerce within the United States and the greatest handicap to the development of Southern industry is the inequitable freight rate system, David Lilienthal, director of the TVA, asserted today in addressing the Southern Newspaper Publishers Association.

The class rate investigation undertaken by the Interstate Commerce Commission following a study by TVA may result in the leveling of the "Chinese wall" created by discriminatory freight rates, the TVA director declared.

The territory east of the Mississippi river and north of the Ohio, Mr. Lilienthal asserted, enjoys rate preferentials which have maintained a concentration of industry in that area. Only by giving the South equal opportunity for industrial expansion through equitable freight rates, can the income of the population be raised to a point comparable with the national average, he said. Such a change would not only benefit the Southeastern and Southwestern areas, but also the rest of the country through increased purchases by Southern consumers.

Mr. Lilienthal indicated a definite TVA policy of championing Southern industry by describing also the program of industrial research upon which it is now engaged. Results in improving methods of processing cotton seed products, in development of improved quick freezing of fruits and vegetables, demonstrate the part that governmental agencies can play in the stimulation of private industry in this area, he said.

Cuts Sales Expense

A talk of great significance to advertisers was delivered at the closing session today by Mark Ethridge, general manager of the *Louisville Courier-Journal* and *Times*. He described the results of a change in circulation policy eliminating insurance policies and other inducements and increasing emphasis on the quality of editorial content.

Four years' experience has recorded a heavy increase in circulation, increased subscription rates and a sharp reduction in circulation promotion and operating expenses. Such a program, he contended, is the most successful method of meeting increased competition from other media and rising costs of publication. A Gallup type of readership study has guided the newspapers in their changes of format and content.

In the afternoon, Amon Carter, publisher of the *Ft. Worth Star Telegram*, entertained the publishers with a barbecue at his farm.

A. W. Huckle, *Herald*, Rockhill, S. Car., was elected president of the association, succeeding Adolph S. Ochs, *Chattanooga Times*, who was advanced to chairman of the board. J. E. Chappell, *Birmingham News* and *Age Herald*, was re-elected treasurer.

McCaffrey Advanced

Election of J. L. McCaffrey as vice-president in charge of domestic and Canadian sales was announced last week by Sydney G. McAllister, president of International Harvester Company. Mr. McCaffrey, who has been director of sales, succeeds Charles R. Morrison, who retires after 42 years with the company.

Appoints Stedman

Gerald E. Stedman has been appointed sales manager of the Rego division of the Bastian - Blessing Company, Chicago.

Newsprint Supply Adequate for '40, Publishers Told

Mineral Wells, Tex., May 22.—Present available newsprint mill capacity on the North American continent will prove adequate for the needs of newspapers in the United States if properly utilized during the remainder of 1940.

This prediction, based on an analysis prepared by the Canadian pulp and paper industry, was made by Cranston Williams, general manager of the American Newspaper Publishers Association, in addressing the Southern Newspaper Publishers Association, of which he was formerly secretary and manager.

According to the Canadian figures quoted by Mr. Williams, the estimated world capacity is 10,400,000 tons of newsprint per year, with an estimated world demand of 8,100,000 tons. Due to the war shrinkage of supply, the maximum available capacity is estimated at 6,750,000 tons, as compared with a reduced demand, due to war conditions, of 6,575,000 tons.

Mr. Williams emphasized the necessity of covering requirements through definite contracts and utilizing capacity fully by accepting deliveries at an even monthly rate. There is likewise need for conservation of newsprint supplies.

Southern Mill Producing

Canadian mills have already established the newsprint price for the third quarter without change at $50 per ton, delivered at New York, and it is believed that American mills will continue on a similar basis.

In view of the newsprint situation the address of E. L. Kurth, Southland Paper Mills, Lufkin, Texas, was of special interest. The mill financed largely by Southern newspapers is now producing newsprint at the rate of 50,000 tons a year, and plans are being made to double its capacity. It is the first mill established in the South to manufacture newsprint from yellow pine.

"Yankee" Opens Office

Yankee, Inc., publisher of *Yankee* and the *Old Farmer's Almanac*, has opened a new New York office at 350 Madison avenue. Charles S. Holbrook continues as manager. The *Almanac*, which will celebrate its 150th anniversary in 1941, was recently acquired from Little, Brown & Co., Boston.

Brown Joins Swan

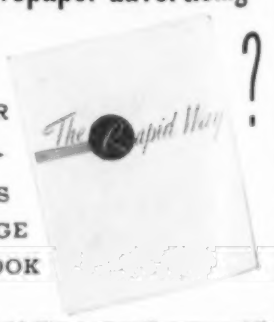
Harvey H. Brown Art Studio has become affiliated with the Swan Studios at 540 N. Michigan avenue, Chicago. The new firm will be operated under the latter name.

Seymour Names Baker

Seymour Woolen Mills, Seymour, Ind., has appointed Lynn Baker Company, New York, to direct its account. Advertising of the Lady Seymour Summer Light blanket will begin this month in magazines.

"WHAT'S WRONG with our newspaper advertising"

HERE'S THE ANSWER → IN THIS 40-PAGE BOOK ?



The Rapid Electrotype Company gives you a sure-fire means of getting better newspaper reproduction of your advertising. It covers photography, artwork, engraving, typography, and lockup as they apply to newspaper advertising, specifically.

Write and ask us about it!

Rapid Electrotype Company
Cincinnati, Ohio

"Grew up with national newspaper advertising"

LOWER PRICES

Full pages in newspapers heralded the new 75-cent records being produced by RCA-Victor. They are featured as "second editions" of Victor recordings originally produced in higher price brackets.

Potsdam Heads Samson

H. A. Potsdam, executive vice-president and general manager of Samson United Corporation, Rochester, N. Y., has been elected president, succeeding A. O. Samuels, who recently resigned as president and director. William G. Church, Jr., formerly with National Enameling and Stamping Company, Milwaukee, has been made vice-president in charge of sales.

Hovel Joins WSAU

Ben F. Hovel has resigned as commercial manager of Station WOC, Davenport, Ia., effective June 1, to become manager of Station WSAU, Wausau, Wis. He will be replaced at WOC by L. O. Fitzgibbon, now with the Iowa Network of Des Moines.

Expand Plant Facilities for Tenderay Meat

Pittsburgh, May 22.—Continuous plant expansion and the building of new plants are heralding the growing acceptance by consumers of the Tenderay process of making meat more tender. This is demonstrated in the annual report of Dr. E. R. Weidlein, director of Mellon Institute, Pittsburgh, where the process was developed by the meat merchandising fellowship of the Kroger Grocery and Baking Company.

"Following completion of consumer acceptance tests in Pittsburgh, during which a series of eight stores distributed Tenderay beef to their customers for periods ranging from three to eight months," says the report, "a commercial plant was installed in Cleveland, having a weekly capacity of 60,000 pounds of beef and supplying 78 stores. The advertised distribution of Tenderay beef through these stores began on April 13, 1939, and the meat met with immediate customer acceptance. From a store average of about 600 pounds per week, there has since been an increase to approximately 1,000 pounds per week, a gain of over 60 per cent.

"Two significant facts have been observed. Beef sales did not decrease during warm summer months nor with the first onset of cold weather when pork sales usually cut into the sales of beef." Dr. Weidlein then notes that a plant serving stores in the Cleveland district has been expanded to provide 110,000 pounds a week, a second company plant was built in Cincinnati and plants now are operating in Chicago, Columbus, and Detroit. An independent packer built a plant in the East and several other plants either are being built or being planned.

Appoints Michelson

Charles Michelson, Electrical Transcriptions, has been appointed by Street & Smith Publications to handle sales of their radio transcription programs for the United States and Latin America.

Dies, Knox, Gallup to Talk at Sales Executives' Meet

Milwaukee, May 22.—Big names and headliners in the sales, political and business worlds dot the speaking program of the fifth annual convention of the National Federation of Sales Executives here June 6-8.

Congressman Martin E. Dies, chairman of the special House committee on un-American activities, will tell about the consumer movement and the effects of subversive activities on American business. Col. Frank Knox, publisher of the *Chicago Daily News*, will sound the convention keynote and pave the way for an educational program with a talk on "New Horizons in Selling."

Among the speakers will be Dr. George Gallup, president of the American Institute of Public Opinion; Dr. J. Frederic Dewhurst, of the 20th Century Fund and Census Advisory Board; John Van Deventer, president and editor of *Iron Age*; Ollie Jones, vice-president, Swift & Co.; Gene Flack, public relations counsel, Loose-Wiles Biscuit Company; Earl Constantine, president, National Hosiery Association; Verne Orr, vice-president, Chrysler Motors of California; Arthur W. Ramsdell, vice-president, the Borden Company; Mrs. Rudolph Binder, president, New York Federation of Women's Clubs; Richard C. Borden, author; John Wesley Coates, conductor of sales schools, and Warren K. Rishel, secretary of the federation.

National Names Ramsey

National Oats Company, Cedar Rapids, has appointed L. W. Ramsey Company, Chicago, to handle its advertising.

SHUT OUT YOUR DEADLINES WITH

Railway Express

SPEED...

Just phone us—that's all. We'll call for your plates, mats, artwork, booklets—anything, everything—route them direct and fast; deliver them promptly on arrival. Low rates, and no extra charge for pick-up and delivery in all cities and principal towns.

When super-speed is your need, use Air Express—3 miles a minute, day and night service.

RAILWAY EXPRESS AGENCY INC.

NATION-WIDE RAIL-AIR SERVICE

You prepare specifications for that house organ of yours, write the copy and paste up the dummy in the seclusion of your office—you might just as well be on a desert island. But you're NOT alone! In back of every specification stands the inevitable appraisal your house organ will receive in a business world ready to praise or condemn on the basis of APPEARANCE, EFFICIENCY, ECONOMY. You can have all three if you specify CHAMPLAIN SUPER CALENDERED . . . plus excellent half-tone reproduction. Available in white and India in a full line of sizes and weights.

INTERNATIONAL PAPER CO., 220 EAST 42ND STREET, NEW YORK, N. Y.

Branch Offices: BOSTON • CHICAGO • CLEVELAND

Send TODAY for copy of new broadside with practical suggestions for house organ publishers. Address Sales Dept. E.

CHAMPLAIN Super Calendered

AN INTERNATIONAL PAPER VALUE

Made by the Makers of: ADIRONDACK BOND AND LEDGER • INTERNATIONAL MIMEOSCRIPT • INTERNATIONAL DUPLICATOR • BEESWING MANIFOLD • TICONDEROGA BOOK • TICONDEROGA TEXT • INTERNATIONAL TI-OPAKE CHAMPLAIN BOOK • SARATOGA BOOK • SARATOGA COVER • LEXINGTON OFFSET

Inland Press Declares War on Hostile Textbooks

Sees Grave Danger in Propaganda Disguised as Fact

Chicago, May 21.—Advertising is being strafed as severely on this side of the Atlantic as the British and French on the other, the Inland Daily Press Association found today at its spring meeting at the Sherman Hotel. And as in the warfare over there, both direct assault and fifth column activities figure in the strategy, which in this country is directed at the receptive minds of school children.

After hearing these pessimistic reports, the association referred the problem to its board of directors with an "urgent" label indicating that speedy action would be taken.

The charged atmosphere was not lightened even by the luncheon, at which Lillian Gish, star of screen and stage, and currently playing in "Life with Father" in Chicago, pleaded for strict isolation. Several years spent in Europe making films convinced Miss Gish that it is impossible to reconcile all of the factions in Europe, or even in any one country. She said hate was piled on hate to an extent which no American without an intimate knowledge of European history can conceive. The United States is populated chiefly by the descendants of those who came here seeking escape from the European cauldron, Miss Gish asserted in her plea for enlightened editing.

Professor on Culture

JS Gray, publisher of the *News*, Monroe, Mich., began the discussion of anti-advertising attacks by reading a paper prepared by Stuart H. Perry, *Adrian Telegram*, describing "Introduction to Problems of American Culture," written by Prof. Harold Rugg, of Teachers College, Columbia University, New York. This volume, described as hostile to both advertising and the press, is in use in 4,000 school systems of the country, Mr. Perry said. Excerpts read described advertising as an economic waste which forces prices up and "makes people live better than they should."

Newspapers, according to the Rugg book, are designed for entertainment rather than as molders of opinion. Publishers color the work of their reporters according to their own political predilections. Prof. Rugg complained bitterly that newspapers of the country gave far more space to a prize fight than to a meeting of an educational organization.

Returning to advertising, the book said that the public bears the cost in increased prices. Another allegation was that advertised products are usually inferior to unadvertised. "Your Money's Worth," by Chase and Schlink, was quoted in several passages, with the professor accused of changing the phraseology to suit his own purposes.

Mr. Gray said that this book is in use in the schools of his city, and he proposed to start a litttle war of his own.

Sees Communists' Hand

Robert C. Bassett, counsel for the Wisconsin Daily Newspaper League, took an even more ominous view of the situation. He said that a six-month survey recently made by that organization has convinced him that all of the charges of Congressman Dies are fully substantiated, and that the Communists initiated and are supporting the atttack on advertising as an opening wedge designed to destroy all business, and eventually constitutional government.

The League has succeeded in having one book, "Modern Economics," published by no less a company than Macmillan, removed from the Milwaukee schools. This volume is based on the theory that "the highest achievement of business is to get something for nothing." An accompanying bibliography listed such works as "Economic Life of Soviet Russia," and even an opus by Mussolini.

Mr. Bassett's chief concern over such text books is that they contain some truth, but make no effort to discuss the situation objectively. The problem is a grave one if advertising is to survive in this country, he said, and he urged the association to take action immediately.

Other Danger Points

Kenneth E. Olson, dean, Medill School of Journalism, Northwestern University, said that the problem is not confined to text books. Many teachers in high schools and colleges give their students a distorted picture of the place of advertising in the economic scheme. Furthermore, 25,000 high schools have consumer education courses in which the main source of information is the material issued by 400 "protective" organizations. Women's clubs are being fed the same doctrines. Dean Olson agreed that a counter-attack is urgently needed, and he suggested that newspapers resume publication of the series of talks on advertising issued two years ago by the Bureau of Advertising, ANPA.

R. R. O'Brien, general manager of the *Nonpareil*, Council Bluffs, Ia., said that he found this question in an arithmetic used in the schools of that community: "Do you believe the rate of tax should be the same for high and low incomes?" Mr. O'Brien said that this question has nothing to do with arithmetic. Aroused by its implications, he also waged a campaign with the result that the Council Bluffs situation has been much improved. The simplest way to combat subterranean attacks of this kind is to put an advertising man or publisher on the school board, he suggested. Required reading of students is also worth investigating, he said in conclusion.

New Example Cited

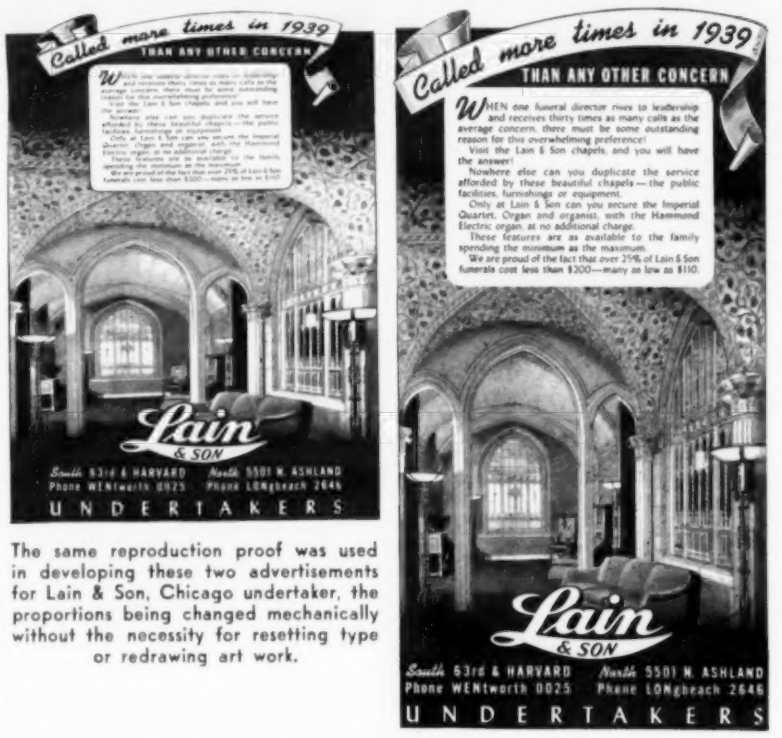
The discussion was given new point by an experience related by Victor L. Moffet, business manager of the *Review-Atlas*, Monmouth, Ill., who said that on his way to the Sherman Hotel this morning he was given a publication issued by the Consumers Bureau, 22 E. 17th street, New York, and 37 W. Van Buren street, Chicago. This organ, distributed on the streets of Chicago, contains such statements as "Do you know that cockroaches and worms have been found in leading brands of catsup?" and "Do you know that potassium chlorate has been discovered in a widely sold toothpaste?"

Clinton F. Karstaedt, secretary of the *Beloit News*, and Inland president, referred the question to Mr. Perry's committee on freedom of the press.

Congratulations

Each year CONGRATULATIONS will award $1,000 to one of those hospitals participating in its distribution.

COMPLETE AD STRETCHED TO NEW SIZE


Called more times in 1939
THAN ANY OTHER CONCERN
WHEN one funeral director rises to leadership and receives thirty times as many calls as the average concern, there must be some outstanding reason for this overwhelming preference!
Visit the Lain & Son chapels, and you will have the answer!
Nowhere else can you duplicate the service afforded by these beautiful chapels — the public facilities, furnishings or equipment.
Only at Lain & Son can you secure the Imperial Quartet, Organ and organist, with the Hammond Electric organ, at no additional charge.
These features are as available to the family spending the minimum as the maximum.
We are proud of the fact that over 25% of Lain & Son funerals cost less than $200—many as low as $110.
Lain & SON
South 63rd & HARVARD Phone WENtworth 0025
North 5501 N. ASHLAND Phone LONgbeach 2646
UNDERTAKERS

The same reproduction proof was used in developing these two advertisements for Lain & Son, Chicago undertaker, the proportions being changed mechanically without the necessity for resetting type or redrawing art work.

Charm Stressed in New Sunkist Orange Campaign

Los Angeles, May 22. — Turning away from more sedate appeals, spring copy for Valencia oranges by the California Fruit Growers Exchange will play up charm—the kind that comes from good health—in a series of six advertisements in *The American Weekly*, *This Week*, and Sunday editions of the *Chicago Tribune*, *New York News* and *Philadelphia Inquirer*.

"Charm that attracts others comes from within . . . and good health is its foundation," this series proclaims, pointing out that oranges provide the necessary vitamins and minerals for good health.

A free booklet containing 200 Sunkist recipes is featured in the copy as a secondary theme through the use of a coupon. Color will be used liberally.

Spring and summer lemon copy for the Exchange will sell the versatility of the citrus fruit, with such devices as a "first aid chart for ailing menus" illustrating the zest that can be added to all types of foods and dishes by the judicious use of the right kind of lemons. Lemon copy plugging this theme is scheduled for *Good Housekeeping*, *Ladies' Home Journal* and *McCall's*.

Sale of lemons will be pushed at bars through distribution of Tom Collins signs, emphasizing the added virtue of fresh lemons in this popular warm weather drink. Other copy will continue to parade the benefits of lemon and soda.

Lord & Thomas, Los Angeles, is the Sunkist agency.

"27 Designers" Show Goes to St. Louis

The work of "27 Chicago Designers" will be exhibited in St. Louis beginning May 28, under the auspices of the St. Louis Advertising Club. Harold W. Gibbs, sales manager of Collins, Miller & Hutchings, Inc., Chicago photo-engraver, will open the exhibit with an address before the St. Louis club describing the aims and objectives of the group.

The traveling exhibit of the group is sponsored by Collins, Miller & Hutchings, and has already been shown in seven cities. It is scheduled for future showings in several other cities.

Wank Heads Northern California Marketers

Melville E. Wank, of Wank & Wank, San Francisco advertising agency, has been elected president of Industrial Marketers of Northern California. Other officers are Herbert A. Sawin, Yuba Mfg. Company, vice-president; Joseph B. Wallace, N. W. Ayer & Son, secretary-treasurer.

Directors are H. J. Bennett, Columbia Steel Company; John W. Otterson, McGraw-Hill Publishing Company; Gordon W. Monfort, Caterpillar Tractor Company, and William A. Brewer, Brewer-Weeks Advertising Agency.

Pote to "Arizona Farmer"

Al B. Pote, former *Arizona Republic* and *Gazette* syndicate representative, has joined the advertising department of the *Arizona Farmer*.

Gilbert Harry Heads Omaha Advertising Club

Gilbert Harry, of the Union Pacific advertising department, has been elected president of the Omaha Advertising Club, succeeding John L. Correa. Robert Davis, Buchanan-Thomas Advertising Company, is vice-president, and B. C. Corrigan, *Omaha World-Herald*, secretary-treasurer.

New directors are Wendell O'Neal of Beaumont & Hohman and Charles Gallup of Bozell & Jacobs.

Type 'Stretching' Used Successfully by Typographer

Chicago, May 23.—Successful operation of a "type stretcher," which enables both type and artwork to be used in a variety of sizes and proportions without the necessity of resetting the type or redrawing the art, is reported by Harry Baird Corporation, Chicago typographical organization.

The work is done by the Strechtyp process, under license of the Graphic Arts Foundation, of which Frederick H. Bartz is director. This organization also controls a process known as Revetch, by means of which type faces are reversed, and another known as Beda, which enables a typographer to proof type upon Ben Day screen paper.

The Strechtyp process starts with a reproduction proof showing the entire advertisement, and ends up with a corrected reproportioned photographic reproduction proof, suitable for any type of reproduction process.

Some three years of experimentation and six months of actual testing are said to be behind the process, which now is reported to be so well developed that commercially acceptable "stretching" can be accomplished under a wide variety of circumstances. It is advocated primarily for use in cases where the same type and illustrative treatment is to be reproduced in spaces of varying proportion, and where it is desired to avoid the expense of multiple composition and the redrawing of artwork.

Works for Undertaker

Working with the James Blair Miller advertising agency and artist William C. Faul, who have been producing illustrations and layouts for Lain & Son, local undertaker, on a "one shot zinc" basis, the Baird organization has been able to "stretch" one complete advertisement into a variety of shapes and sizes, so that the same copy and art could be used in a number of space units.

Cost of the "stretching" operation is moderate. Baird quotes a price of $3.50 for reproportioning a complete advertisement from one size to another up to 5 x 7 inches; $5 for 8 x 10 inches; and $7.50 for 11 x 14 inches. Backslanting or italicizing the entire advertisement, in addition to expanding or condensing one dimension only, is 50 per cent additional.

Palol to Metropolitan

Palol Perfumed Products, Inc., New York, developer of a product with a high affinity for essential perfume oils, has appointed Metropolitan Advertising Company, New York, to handle fall advertising to be placed in business publications. Louis C. Pedlar is president of the company.

A Complete
LETTER SERVICE
•
Small and large users of Direct Mail will find our prices and service to be to their advantage.
•
ILLINOIS LETTER SERVICE
216 Institute Place
Chicago, Illinois
Delaware 3244

Dealer Derives Most Profit from 'Infotag'

Sears, Roebuck Hails New Solution of Merchandising Problems

By MURRAY E. CRAIN

Chicago, May 20. — Enthusiastic approval of informative labeling was voiced by Fred B. Hecht, of Sears, Roebuck & Co., at a meeting of the National Consumer-Retailer Council, New York, at the Stevens Hotel Friday afternoon. While the audience, consisting chiefly of retailers, sat open - mouthed, Mr. Hecht, who is manager of the informative labeling and packaging division of Sears, told it that such labeling is as helpful to the dealer and his sales organization as to the consumer. The manufacturer must complete the triangle, however, since the dealer must often turn to him for the data required for informative labeling.

Dr. Paul G. Agnew, secretary, American Standards Association, New York, and Frank A. Black, of Filene's, Boston, also were on the program. In the latter's absence, Roger Wolcott, executive secretary of the NCRC, read his address. Donald M. Nelson, executive vice-president, Sears, Roebuck & Co., presided at the meeting.

Facilities for Pioneering

Mr. Hecht admitted that Sears is in a particularly advantageous position in pioneering in informative labeling, since it buys in tremendous quantities, so that the cost of the label on a particular item does not interfere seriously with its gross profit; because it buys much merchandise to specifications, making passing on of data about these specifications relatively simple; and finally, because it has one of the most completely equipped private laboratories in the world, making checking of manufacturers' claims possible and thus enabling Sears, Roebuck & Co. to assume full responsibility for the statements made on the label.

"We need a definition of terms," said Mr. Hecht. "To Sears, Roebuck & Co. the informative label is the 'Infotag' which may be defined as any tag, sticker, label or package which gives the consumer information that is correct, simple, easy to read and to understand; such information as this: 'Will it shrink? Are the colors fast in washing, cleaning, sunlight? How long should it be expected to last? Will it rust, corrode, chip, peel, crack? How long will it give good service? How should it be lubricated, packed, cleaned?' "

Mr. Hecht said that the consumer movement made the average customer acutely conscious of all the facts she should have in order to make an intelligent selection of her own free choice, in keeping with her needs and pocketbook. Sears sympathized with this objective and felt it was good business to tell its customers, specifically and accurately, what they were buying.

Many Merchandising Benefits

"We ourselves have since discovered many merchandising benefits from informative labels which are of far more immediate importance than eventual improvement of consumer relations," Mr. Hecht continued. "Besides the achievement of better selling, Infotags have been responsible to some extent for better buying. For example, in trying to give informative copy which shows the difference between 15, 19 and 25-cent items within a given line, we have sometimes found that there is no real need for all three items in the assortment. Many lines are accordingly being reduced, making for a sounder merchandising structure, greater concentration on fewer products, and more specification buying with its consequent saving to Sears, Roebuck & Co. and its customers."

Last, but not least, Mr. Hecht said, Infotags provide uninformed and sometimes insufficiently trained salespeople with pertinent facts at the point of sale, Sears regarding this as the most important single benefit to result from the program. Likewise, the Infotag is a definite help in holding or clinching a sale when no salesman is in sight or immediately available.

Mr. Hecht explained that the informative label and package development department at Sears is a division of the general merchandising office. It was attached to this headquarters because the merchandising departments are most benefited by it and because cooperation with the movement was initiated by Mr. Nelson, then vice-president in charge of merchandising.

Goals of Labeling

Mr. Hecht gave six objectives which the informative label is designed to reach:

1. The trade name, which makes retail selling more effective. A recent market survey made for Sears indicated that trade names are responsible for over 50 per cent of the purchasing in its stores.

2. Selling copy. Answers to "What is it?" and "What will it do?" are expressed in outline form with the emphasis on "sell." Sears doesn't simply say, "Rayon and cotton." Instead, it puts a sales punch in the label with some such statement as "Shimmering rayon and cotton damask—50 per cent rayon for beauty, 50 per cent cotton for strength."

3. Technical specifications. The Infotag answers the questions the customers have in mind about the technical specifications of the product in which she is interested. It reveals construction or hidden features not obvious to sight, touch and other senses. It tells the customer about specific uses of the product. It tells how the item may be used for one purpose, but not for another, preventing overselling and consequent dissatisfaction.

4. Guarantee. Surveys indicate that interest and credibility attach to guarantees. Sears endeavors to state the guarantee briefly on the label, emphasizing the integrity of the product and of the sponsor.

5. Instructions for care and handling. The return goods evil, long a nightmare to retailers, is caused in part by improper care, handling and use by uninformed customers. Salespeople are often unable to answer inquiries about washing technique or conditions of use. Infotags provide this essential information. Sears believes that informative labels will reduce returns sharply.

6. Suggestive selling copy. Wherever practicable, Sears uses the Infotag to suggest companion items in which the customer logically should be interested. For instance, its tag for replacement engines suggests purchases of spark plugs and motor oil.

Response Is Quick

Mr. Hecht displayed blow-ups of the colorful Sears labels, which he said have increased sales of better products by explaining clearly the difference in quality. The label for Morning Glow towels, for example, showed that the 21-cent product absorbs about 33 ounces of water per square yard of body fabric. The same brand at 25 cents absorbs 49 ounces and at 35 cents, 60 ounces. Given these definite facts on which to form an opinion of value, the customer usually selects the highest price product.

Mr. Hecht took his audience behind the scenes, saying that it is the responsibility of the label department to sell merchandise buying departments. This is accomplished at meetings with each buying department where the meaning of informative labeling and its results are explained to buyers and supervisors. The talk which he had just delivered, Mr. Hecht said, is typical of this process of selling Sears' own organization.

The labeling department comes to these meetings with a thorough knowledge of the type of merchandise under discussion, and usually with a plan for labeling each important item. This plan includes rough sketches, suggested color schemes, methods of application and detailed facts as to the number of copy changes necessary and an estimate of the cost of the job. Sears has worked closely with Dennison Mfg. Company since the inception of its program.

Results Are Analyzed

After buyers are completely sold on the idea of informative labeling, they meet with copywriters and decide on the points to be covered. This copy is then submitted to the laboratory for accuracy of claims, to the advertising department for compliance with house policy, and to the trade practice committee for scrutiny from the viewpoint of the Federal Trade Commission.

After buyers have received sketches showing general layout, color scheme and final copy, they may pass on the suggestions to the manufacturer for final printing, or they may allow the label and package department to complete the work. In any event, the label department O.K.'s the final proof before printing.

In either case, the expense incurred must be considered a part of the cost of the merchandise. This is now part of the general buying problem at Sears. The informative label, Mr. Hecht concluded, is now considered as necessary to the final purchase as the buttons on a shirt. Not all products handled by Sears have as yet been labeled, but the company has applied informative copy to many never before labeled by anyone.

The National Consumer-Retailer Council, which Mr. Hecht addressed, embraces the American Retail Federation, National Association of Food Chains, National Retail Dry Goods Association and National Association of Shoe Retailers. Its consumer membership includes American Association of University Women, American Home Economics Association and General Federation of Women's Clubs.

BELLES OF THE ADCRAFTERS' BALL

Finalists in the recent Detroit "pictorial princess" contest, sponsored by the Adcraft Club and the Detroit News, being congratulated at the club's annual supper dance by club president Howard O. Ward and F. Lee Johnston, chairman of the jury. In the center is Nancy Breed, the winner; at right is Shirlyan Gibbs, runner-up; and at left are Betty Thompson, fourth, and Yvonne Gillespie, third.

Teitelman Heads Marketing Group

S. Teitelman, Armour & Co., has been elected president of the Chicago chapter, American Marketing Association, succeeding C. C. Chapelle, H. W. Kastor & Sons Advertising Company. L. A. Bosch, Northwestern University, is first vice-president; J. M. Willem, Stack-Goble Advertising Agency, is second vice-president; J. J. Martin, Henri, Hurst & McDonald, is secretary, and S. F. Townsend, Business Research Corporation, is treasurer.

Directors are E. K. Hartenbower, National Broadcasting Company; S. R. Bernstein, ADVERTISING AGE; C. H. Sundberg, Branham Company; R. W. McMurray, Psychological Corporation; Donald R. G. Cowan, Swift & Co., and J. R. Hawkinson, Northwestern University.

Cheever Heads Editors

L. O. Cheever, editor of the "Morrell Magazine," house publication of John Morrell & Co., Ottumwa, Ia., has been elected president of the American Association of Industrial Editors, the recently organized association of editors of company or employe magazines.

WRITE NOW

—or Pin Coupon Below to Your Letterhead for your FREE copy of the NEW, Sales-Promoting

MID-STATES LABEL DESIGN SEE-LEC-TOR

12 "Eye-catching" Pages.
24 Stimulating Label designs.
864 possible combinations.
No obligation.

FILL IN — TEAR OFF — AND MAIL

MID-STATES GUMMED PAPER CO.
2515 South Damen Avenue — Chicago
Send FREE copy of the Sales-Boosting Mid-States LABEL DESIGN SEE-LEC-TOR.
Firm
Address
City State
Attn. of:

TORONTO MONTREAL WINNIPEG LONDON, Eng. GIBBONS KNOWS CANADA REGINA CALGARY EDMONTON VANCOUVER
J. J. GIBBONS LIMITED · ADVERTISING AGENTS

BALANCE

NUMBER TEN . . . of a series - LETTERPRESS

What's a wardrobe got to do with printing? Not much! But it's a swell way of saying that, like a suit for every occasion, there is a special type of printing for every need. • Take letterpress for instance. While it is the oldest and most common form of printing, it is still the best for certain jobs—the kind that require snap, color and detail in illustrations. No other will produce as sharp an impression under all conditions. • However, don't think we've overlooked offset. That's up our alley, too. It's part of our idea of balance—in equipment and personnel. It makes it possible for our idea crew to make intelligent suggestions when discussing the details of the next advertising piece. That's why we repeat—we've got the happy flexibility and man-power needed for all types of printing situations. That problem of yours, as a case in point. We can help you if you'll call us in!

TALENT TO ORIGINATE SKILL TO PRODUCE

AMERICAN COLORTYPE COMPANY
Printers, Lithographers and Publishers
CHICAGO · NEW YORK · CLIFTON, N. J. · COSHOCTON, O.

All Graham Money to Be Put Into Distributor Copy

Detroit, May 23.—An unusual advertising set-up, in which no national advertising will be done at all, with all money being spent on distributor - cooperative copy, has been announced by Graham-Paige Motors Corporation for promotion of its new Hollywood and Senior models.

W. L. Eaton, secretary-treasurer of the company, announced the innovation in this way:

"Under the supervision of the secretary-treasurer's department at Graham has been set up a sizable advertising fund which will be used solely to match the distributor's advertising appropriation dollar for dollar. The combined total of distributor-plus - factory money will be spent entirely within the distributor's zone of influence. That takes it straight to the display columns of the local newspapers."

Kromberg Buys Latham

Jacob Kromberg, formerly executive vice-president of Publishers Printing Corporation, New York, has bought the Latham Lithographing and Printing Company, New York, which a few weeks ago acquired in federal proceedings the assets of the Burland Printing Company. Mr. Kromberg will be president of the Latham Company.

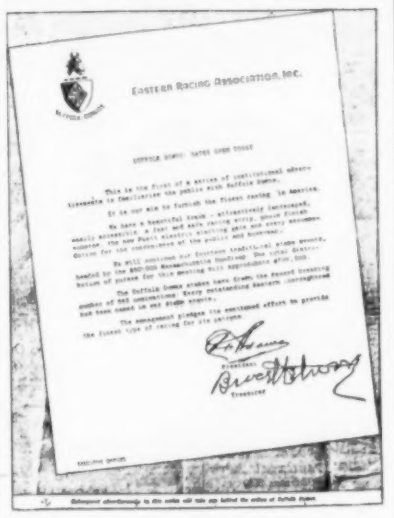
Appoints Bolles

Robert B. Bolles, sales manager of the Savage Multi System, Inc., Buffalo, has been appointed director of the city publicity division of Buffalo to succeed Merwin C. Morrison. He will continue his connection with the Savage firm.

Congratulations

The editorial and advertising policies of CONGRATULATIONS are determined by an Advisory Committee of outstanding doctors and hospital administrators.

FOR RACE FANS


EASTERN RACING ASSOCIATION, Inc.

Four-column advertisement for Suffolk Downs in Boston newspapers. "This is the first of a series of institutional advertisements," the copy starts off.

Justice Dept. Clears Five Radio Programs

Five more programs referred to the U. S. Department of Justice by the Federal Communications Commission have been held not to violate lottery or gambling laws. They are "Musico," broadcast by WGN, Chicago; "Songo," broadcast by WIP, Philadelphia; "Especially for You," broadcast by WFIL, Philadelphia; "Sears' Grab Bag," broadcast by WISE, Asheville, N. C., and "Dixie Treasure Chest," broadcast by KRLD, Dallas.

The "Pot o' Gold" and "Mead's Bakery" programs had been cleared previously.

Alliance Plans Drive

Alliance Book Corporation, New York, will spend $3,000 announcing a $300 prize contest for reviews of the new novel, "The Blaze of Noon," by Rayner Heppenstall. Schwab & Beatty, New York, is the agency handling the account.

KROD Joins CBS

Station KROD, El Paso, Tex., will join the Columbia Broadcasting System network June 1, becoming the 119th affiliate.

DIRECT
MALE
APPEAL
ANNUAL CORN COPY AWARD
☆ Ad-agency exec Manning prepares for his daily massage as his long-suffering secretary switches all calls to the steam room. One of the gay and goofy scenes from Hal Roach's "TURNABOUT" . . . the Thorne (TOPPER) Smith laugh-a-minute comedy about the trials and tribulations of three agency partners and their wives. ☆ There's plenty of fun and furore when SHE takes over at the agency, and HE stays home in bed!
★ THE STORK GOES HAYWIRE, THAT'S PUTTING IT MILD...
★ HE GIVES WIFEY the SCARE ...BUT HUBBY THE CHILD!
A MOTION PICTURE "MUST" FOR AD-MEN
...AT YOUR LOCAL THEATRE SOON!

Getting Personal

Dave Noyes, formerly executive vice-president of Lord & Thomas, Chicago, is planning to become a gentleman farmer. He is in California at the moment, looking for a likely ranch. . . The first straw hat of the season came down Mich Boulevard, Chicago, May 20. Under it was discovered the visage of **Bert Crane,** space salesman extraordinary. . .

William A. Hart, director of adv., E. I. duPont de Nemours & Co., and **Richard Compton,** president of Compton Advertising, have been initiated into Alpha Delta Sigma ad fraternity by the NYU chapter. . .

A quarter of a century ago, **J. M. Hickerson,** now head of the Gotham agency bearing his name, received his diploma from Mt. Ayr High School, back home in Iowa. This week, he traveled back there to make the annual commencement address. . .

Herman L. Coty and **William J. Schieffelin,** respective heads of Coty, Inc., and Schieffelin & Co., will be tendered a testimonial dinner June 6 by the drug and cosmetic division of the United Jewish Appeal for Refugees & Overseas Needs. . .

Jimmy Cannon, the one-time sports scribbler for New York dailies and currently Lord & Thomas publicist, is ailing at the Fifth Avenue Hospital. . .

Bob Johnson, prexy of Robert L. Johnson Magazines, has climbed aboard the Willkie-for-President bandwagon. Both the utility magnate and the publisher are members of Beta Theta Pi, the former from Indiana U. where he roomed with would-be president Paul McNutt, and the latter from Yale. . .

Emil Denemark, Packard distributor in Chicago and owner of Station WEDC there, also operates a racing stable. His horses were named by members of the station staff. A few weeks back, one of the Denemark thoroughbreds named Kilocycle won a race and paid $12.10. Oddly enough, the station operates on a frequency of 1210 kilocycles. . .

OFF ON CRUISE

W. B. (Doc) Geissinger and Mrs. Geissinger practicing up for a cruise among the California islands which the former Sunkist advertising manager and Lord & Thomas executive is planning, prior to taking on a new post in the advertising field in the fall.

Lee H. Bristol, v.p. in charge of adv., Bristol-Myers Co., took time out from worrying about the war and planning for his new radio show starring Eddie Cantor long enough to address the Drug Salesmen's Association. . .

Francis S. Murphy, gen'l mgr., *Hartford Times,* has been awarded the Cuno Trophy for the second time in three years. The prize is for the Connecticut newspaper executive giving the most support to aviation. The winner flies a lot himself and the paper owns a plane. . .

Myron Fox, program director of KDYL, Salt Lake City, has just been promoted to captain of the 413th infantry reserve in a ceremony at the headquarters of the third military area in Salt Lake City. It was 10 years ago almost to the day that Mr. Fox received his cadet captaincy at Harvard Military Academy, Los Angeles. . .

Using a No. 6 iron or spade mashie, **Gordon Dilno,** advertising manager of the Sutherland Paper Company, Kalamazoo, Mich., scored a hole-in-one on the 141-yard fourth hole at Arcadia Brook golf course, Kalamazoo, and two witnesses to the ace are officially recorded on the sports page of the *Kalamazoo Gazette.* . .

George Butterly, v.p. of J. W. Pepper, Inc., New York, is getting to be an expert gavel wielder. He is a past president of the Brooklyn Lions Club and has just been elected president of the Brooklyn Young Men's Chamber of Commerce. . .

Bill Smith, advertising manager of *Meat Merchandising,* is scheduled to middle-aisle it with **Wilma Georg,** home economist for the Fruit Dispatch Company, on July 6 in St. Louis. . .

Somebody recently took a pot shot with a .22 calibre weapon through the dining room window of **Wayne Welch,** promotion manager of the Iowa Broadcasting Company, Des Moines. The episode occurred shortly before 6 a. m. Nobody was injured and the source of the shot is a mystery. . .

Eric Hodgins, publisher of *Fortune,* speaking at the "New Frontiers" clinic of the University of Rochester, wowed advertising men with his definition, "Enthusiasm is a constructive loss of dignity." . . The Rochester Ad Club is going to celebrate Red Wing Day and Night June 27 when it will entertain the Rochester Red Wings Baseball Club at luncheon and then attend the game in a body that night. . . The "Be a Good Neighbor" cartoon being used by the Rochester Community Chest was drawn by **Elmer Messner,** cartoonist for the Gannett Newspapers. . .

Don Allshouse, advertising manager, Northern Equipment Company, Erie, Pa., has a handsome golf bag to show for his year as president of the Advertising Affiliation. He didn't get a chance to use it at the Buffalo convention owing to refusal of the weather man to cooperate. . . **Ray Avery,** of the Toronto office of Ronalds Advertising Agency, won the preview of the Kentucky Derby staged at the Buffalo Trap and Field Club on hobby horses which refused to behave. . .

They've accepted the resignation of **James P. Curran** as a member of the Bachelor's Club. The office manager of Gilman, Nicoll and Ruthman, newspaper representative, Boston, did it recently. . .

John A. Holman, general manager of WBZ and WBZA, and first vice-president of the Advertising Club of Boston, has been elected a director of the Rotary Club of Boston. . .

Frank H. Dewey, manager of the air conditioning division of Gar Wood Industries, Inc., Detroit, recently was presented with an engraved gold desk clock as a token of praiseworthy services rendered during the two years he was president of the Oil Burner Institute. . .

Chris Hetherington, St. Louis representative of John Blair & Co., has been selected by Nadine College of Advertising to give a series of lectures on broadcasting to senior students, most of whom are already engaged in advertising. . .

Leroy Swartzkopf of D & M Advertising Co., San Antonio, and **Royal P. James,** past president, San Antonio Advertising Club, and a.m., Stowers Furniture Co., were the first to be honored in a series of articles sponsored by the *San Antonio Light,* featuring the homes and families of well known men. . .

Mid-Summer Mail Order Flyers Show Cuts Up to 26%

Chicago, May 22.—Mid-summer sales catalogs being issued here by the millions by Sears, Roebuck & Co., Montgomery Ward and the Chicago Mail Order Company reveal the customary discounts ranging, on the average, around 10 per cent or better.

Montgomery Ward has printed 10,000,000 of these sales flyers for distribution, officials pointing out that the discounts on items in the 200-page book must average at least 10 per cent from the regular catalog lists in order to make the special printing feasible. These special discounts hold to Aug. 31, just as the discounts in the mid-winter flyer issued in January continue in effect through March.

Sears, Roebuck's mid-summer book, of which 10,000,000 have been printed, shows an average reduction on 12,500 items of 11.2 per cent. A sampling of the flyer shows price cuts of 7.09 per cent on automobile tires, 26.64 per cent on drugs, 17.18 per cent on rubber goods, 10.71 per cent on hardware, 16.01 per cent on floor coverings, 14.68 per cent on silverware, and 15.79 per cent on office supplies.

Expansion of the Chicago Mail Order Company's mid-summer sale book from the 120-page flyer of a year ago to 144 pages this year is revealed, as well as a print order of 4,000,000. Prices show reductions on silk hosiery ranging up to 20 per cent, 80 square percales are cut from 13 to 11 cents, work shoes from $1.69 to $1.49, overalls from $1 to 97 cents and work shirts from 57 to 53 cents. Forty pages are in color. The company's expansion into the house furnishings field is revealed in 24 pages devoted to these items in books going to customers within the fourth zone from Chicago.

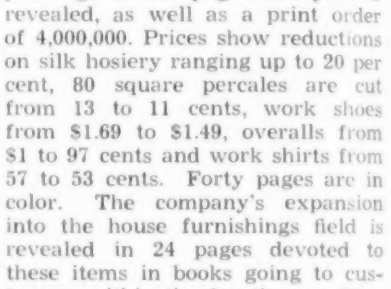
Anfenger Appoints Elliott, Fuchs

Harry R. Elliott, Colorado Springs, Colo., has been appointed director of public relations and sales promotion by the Anfenger Advertising Agency, St. Louis. He formerly was director of public relations and advertising for Alexander Film Company, Colorado Springs.

William J. Fuchs, formerly in the advertising department of the Brown Shoe Company, St. Louis, has been made assistant service manager of the New Orleans office of the Anfenger agency.

Issues New Label Book

Mid-States Gummed Paper Company, Chicago, has prepared a booklet called "Label Design See-Lec-Tor" which enables printers and lithographers to show customers and prospects the application of various label designs to various containers.



DISPLAY IDEAS BY CRYSTAL

COMPLETE SERVICE UNDER ONE ROOF
COUNSEL • DESIGN • FABRICATION

CRYSTAL MFG. CO.
CHICAGO • NEW YORK
1725 Diversey Blvd. 7 East 42nd St.

HEADS ADCLUB

Prudence Allured, publisher of Manufacturing Confectioner, who has been elected president of the Women's Advertising Club of Chicago.

Wohl Introduces Color Theme in Shoe Advertising

St. Louis, May 21.—Introducing a color theme into women's summer shoe styles, the Wohl Shoe Company, St. Louis, also is dramatizing color appeal in media advertising under the caption "A Call to Colors!" The colors, red, white and blue, enhance the patriotic theme running through the copy.

The campaign will be launched with full-page color insertions in *Mademoiselle* and *Picture Play*. Dealer tie-ins for consumer advertising will be merchandised by reprint mailings to wholesalers and to store and leased department managers of Wohl retail outlets. Blow-ups of the reprint will be sent to all dealers and departments for point-of-purchase display use.

The "coed-career girl-young married" buying audience has been the target of Wohl national advertising for several seasons through such magazines as *Life*, *Mademoiselle*, *McCall's* and *Vogue* and it is to that field that the present campaign is mainly directed.

Erie Ad Club Elects

V. Hamilton-Weir, vice-president and general manager of WLEU, has been elected president of the Erie Advertising Club, Erie, Pa. Other officers are Gordon Altman, Nu Bone Corset Company, vice-president; Earl Brown, First National Bank, treasurer; J. Hipson of Ecoma Company, C. Jerril of Keystone Engraving, and Howard Holcomb of Trask Department Store, directors.

40-Day Campaign Licks Seasonal Coke Sales Dip

Philadelphia, May 22.—The Philadelphia Coke Company is licking a seasonal sales stagnation with a whirlwind 40-day sales and advertising campaign which began April 22 and will conclude May 31. Summer contracts are being made for deliveries of Koppers coke, filling the consumer's bin to capacity, at a reduction from $10.25 a ton to $9.25 a ton and a further reduction of 30 cents a ton if the purchaser wants to pay cash and will accept delivery by July 5.

Twenty door-to-door salesmen are calling on 35,000 users of Koppers coke in the 40-day drive. Part of the campaign is a radio program over WDAS every hour on the hour, 13 times a day and six days a week. Car cards are being used on Philadelphia trolleys. Five half-pages are being used in the *Philadelphia Evening Bulletin* and four-column space is being used in the *Philadelphia Daily News* five times during the campaign.

Each of the 35,000 Koppers coke users was contacted with a giant card carrying a selling message. Printed on 8-ply cardboard in two colors, the card showed the photograph and name of the salesman who soon would contact the prospect. Delivered by Western Union, the cards cost seven cents each, and each was preceded by a two-color teaser postcard. N. W. Ayer & Son, Inc., is handling the campaign.

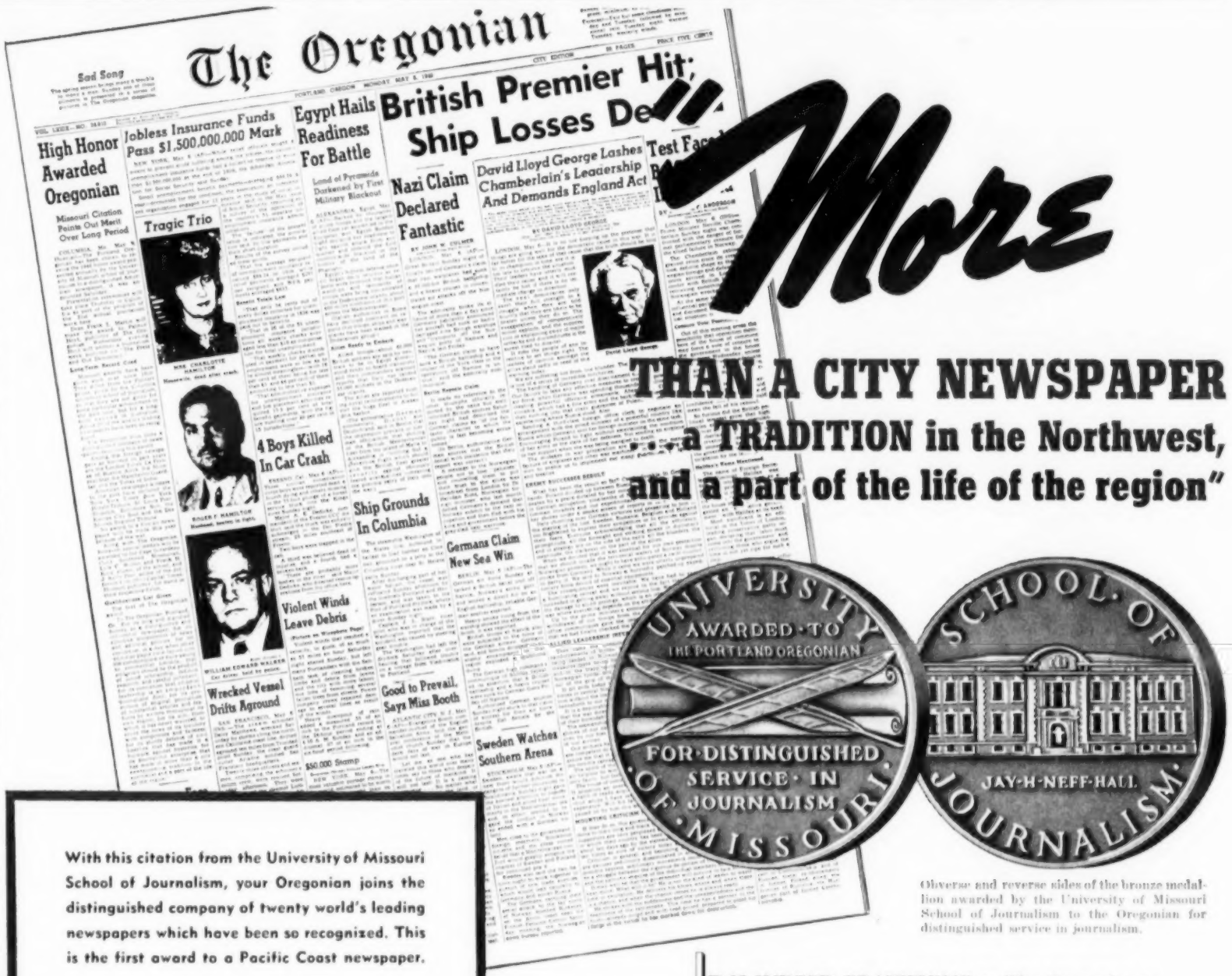
Ray H. Warmee, sales manager of the Philadelphia Coke Company, told ADVERTISING AGE that the campaign levels off tonnage peaks, makes friends out of customers, helps to maintain a year 'round personnel and reduces selling costs. He regards it as one of the best forms of good-will and public relations activity that can be used and emphasizes its great value in building employe relationships as well. He also points out that it provides an opportunity for the company to carry its selling message to the public 12 months of the year instead of seven.

Form Publicity Firm

Mark Richelsen, radio relations counsel, New York, has joined Ned Stevenson of Ned Stevenson & Associates, New York, to form an expanded organization specializing in national publicity in the fields of radio broadcasting, motion picture production and press relations. Offices will be in the International bldg., Rockefeller Center, New York.

Getchell Names Stuart

H. Malcolm Stuart has been appointed to handle cooperative advertising for De Soto cars out of the Detroit office of J. Stirling Getchell, Inc.


The Oregonian
High Honor Awarded Oregonian
Missouri Citation Points Out Merit Over Long Period
Jobless Insurance Funds Pass $1,500,000,000 Mark
Egypt Hails Readiness For Battle
British Premier Hit; Ship Losses De
Nazi Claim Declared Fantastic
David Lloyd George Lashes Chamberlain's Leadership And Demands England Act
Tragic Trio
4 Boys Killed In Car Crash
Ship Grounds In Columbia
Germans Claim New Sea Win
Violent Winds Leave Debris
Wrecked Vessel Drifts Aground
Good to Prevail, Says Miss Booth
Sweden Watches Southern Arena
More
THAN A CITY NEWSPAPER
. . . a TRADITION in the Northwest, and a part of the life of the region"
UNIVERSITY OF MISSOURI
AWARDED TO THE PORTLAND OREGONIAN
FOR DISTINGUISHED SERVICE IN JOURNALISM
SCHOOL OF JOURNALISM
JAY H NEFF HALL

Obverse and reverse sides of the bronze medallion awarded by the University of Missouri School of Journalism to the Oregonian for distinguished service in journalism.

With this citation from the University of Missouri School of Journalism, your Oregonian joins the distinguished company of twenty world's leading newspapers which have been so recognized. This is the first award to a Pacific Coast newspaper.

★ ★ ★

CITATION

"To The Oregonian, Portland, Ore.: For its long and dignified history as a distinguished and influential newspaper; for its effective divorcement of news and editorial policies; for its conviction, in a day when other editorial pages have lapsed into the commonplace or have swung to commercial timidity, that editorials should be the product of sound scholarship, definite research, and careful judgment; for its conviction that editorial leadership is an important journalistic duty; for its promotion of original production of substantial articles and features by writers throughout its own region; for its aim, from which it has never wavered, to cover the news of its territory with competence and fairness; for its sturdy defense of civil liberties that has made it a bulwark against hysterics; for its journalistic enterprises that has made it more than a city newspaper—a tradition in the northwest and a part of the life of the region."

IT IS INDEED GRATIFYING to The Oregonian to accept the Missouri award not for itself alone, but for this confirmation of the sound judgment of our hundreds of thousands of readers throughout Portland, the state of Oregon, and the Pacific Northwest. For in a deeper sense it is their firm belief in the Oregonian which has made it all possible, a belief which has been expressed in a most convincing way—the constant and increasing growth of our circulation until our readership reaches the all-time record of 132,001 daily as of today, to be broken tomorrow with more new readers. Recognizing this obligation, our pledge is given that The Oregonian shall continue to be deserving of full confidence; that we shall "cover the news of its territory with competence and fairness;" shall continue the "sturdy defense of civil liberties that has made it a bulwark against hysterics;" shall continue "its effective divorcement of news and editorial policies;" shall constantly remain a living, vital "tradition in the northwest and a part of the life of the region."

TO THOSE WHO ARE INTERESTED IN ADVERTISING SPACE!

PROFIT with the progress of THE OREGONIAN—a progress of ever-increasing number of readers secured without contests, premiums or purchase.

THE OREGONIAN

THE GREAT NEWSPAPER OF THE WEST • PORTLAND, OREGON

National Representatives: PAUL BLOCK & ASSOCIATES . . . New York, Chicago, Boston, Detroit, Philadelphia, Cincinnati, San Francisco, Los Angeles, Seattle

ENGRAVING AD-SETTING 3 in 1 PRINTING

FAITHORN service is complete—Ad-Setting, Engraving and Printing. You can use one or all as required, but all are here ready to serve you. Experience proves that there is often a distinct advantage in having your typography done where you can get engravings and press proofs in any quantity. Phone Wabash 7820.

▲

Faithorn Corporation

504 Sherman Street, Chicago, Illinois

A Complete Day and Night Service for Advertisers and Advertising Agencies

War Changes Relative Rank of Illustrations

Willem Gives Latest Figures to Newspaper Publishers

Chicago, May 22.—Many changes in public interest in news pictures have been registered during the past year, the Inland Daily Press Association was told at the concluding session of its spring meeting today by Jack M. Willem, research director, Stack-Goble Advertising Agency, Chicago. A year ago pictures of children outranked scenic and travel photos in popularity among women. Not so today. Mr. Willem attributes this change in part at least to manifestation of the escape mechanism, induced by the war.

The same cause, he says, has heightened interest in things scientific and mechanical. Bombers, bombs, armament factories and antidotes for these destructive forces rank first in interest among men and rate high among women.

Less easy to rationalize is the increasing interest of women in pictures of animals, Mr. Willem said. The combined average of men and women for animal photos is higher than that for pictures of children, which now rank fifth in the scale.

Persons Lose Attraction

Despite the fascination of war pictures, Mr. Willem drew the deduction that timeliness is not as important as is generally supposed. Persons in the news are sixth on the list. This fact also suggests that pictures which have persons alone for major subject material do not carry the interest of those of scenery, travel, science, mechanics, places, objects and animals.

"A classification which never fails to surprise," he commented, "is the leg or 'cheesecake.'" It has always been supposed that men are more interested in pictures of this type than women. But repeated checks have shown women's interest 50 per cent above men's. However, interest of men in such pictures has increased during the last six months."

The favorite pictures of men and women, respectively, have held their popularity partly because of latent interest, but chiefly because of better illustration. Men have been treated to more exciting sport shots and women have been regaled with more interesting society and fashion pictures. The latter have become informal and natural, and the former more diversified.

Geography has become an important factor in interesting the public with pictures. Illustrations with an international flavor rank high in interest, followed by national and then local. While this rating holds true for both sexes, there is a greater spread between the interests of men and women in local pictures than in national or international.

Most Popular Sizes

The influence of size offers some paradoxes. The last reported research indicated that the interest of men increased with the size of reproduction, while that of women reached its peak at two columns and declined thereafter. The latest study indicates that interest of men still increases with the size of reproduction, but they are also displaying more interest in the smaller sizes. Interest of women now reaches its peak at three columns, with interest growing in the larger sizes.

"Attention value is one thing," said Mr. Willem. "The intensity of this attention and the contribution of attention value to readership of underline and story are highly important. It takes only a quick glance at the chart to learn that underline interest does not follow the order of observation, and that interest in the accompanying story does not follow either the picture order or that of the underline.

Vagaries of Sport Fans

"Sport pictures, last in attention value, are high in underline readership, 84 per cent of the newspaper readers who see such a cut automatically dropping down to read the underline. And the figure is high for both men and women. But while women's interest in the sports underline is as intense as that of men, it fades off sharply in the illustrated sports story. Consequently the average for both men and women is low."

While scientific-mechanical pictures rank high, underlines get only 50 per cent readership and the accompanying story, 30 per cent. Mr. Willem believes that too technical coverage which is beyond the understanding of the average reader is responsible for this situation.

The average large daily in the United States printed 12,000 news pictures in 1939; the average small daily 4,000, and the country weekly, 260. While this is slightly below the 1938 figure, Mr. Willem believes that it means that newspaper editors are concentrating on a qualitative study, on the theory that mere quantity is meaningless. His analysis of the type of pictures used, as opposed to those found most popular, indicates that editors still have much to learn about the preferences of their audiences, however.

READER INTEREST IN NEWS PICTURES BY PRIMARY SUBJECTS

Type	Men %	Women %	Average %
Scenery, travel	55*	65*	60*
Science, mechanical	57*	61*	59*
Places, objects	55	58*	56
Animals	56	56*	56*
Children	43	62	53
Persons in news	44*	50	47*
Features, miscellaneous	40	53*	46
Leg, or cheesecake	38*	55	46*
Historical	40	52	46
Personalities	33*	44	39
Society	20	56*	38
Fashions	18	54*	36*
Sports	42*	17	30

Complementary Factors Affecting Interest in News Pictures

Type	Men %	Women %	Average %
Local	37	45	41
National	44	51	47
International	55*	56*	55*
Men only	44	39*	41*
Women only	29	55*	42*
Men and women	41*	55	48
Individuals	34*	44	39*
Groups	45	50*	47*
Bust	30	41	35
Full length	43	48	45
One column	31*	40	35
Two columns	39*	51	45
Three columns	50	53*	51*
Four columns or more	54	49*	51*

*Increase since last survey.

PERCENT OF PICTURE OBSERVERS WHO READ ACCOMPANYING UNDERLINES AND STORIES
By Primary Subjects

Type of picture	Underline Men %	Story Women %
Scenery, travel	76	49*
Science, mechanical	50	30*
Places, objects	83	63*
Animals	66	47*
Children	70	53*
Persons in news	77	50*
Features, miscellaneous	84	45*
Leg, or cheesecake	50	37*
Personalities	78	53*
Society	67	43*
Fashions	55	..
Sports	84	42*

By Complementary Factors

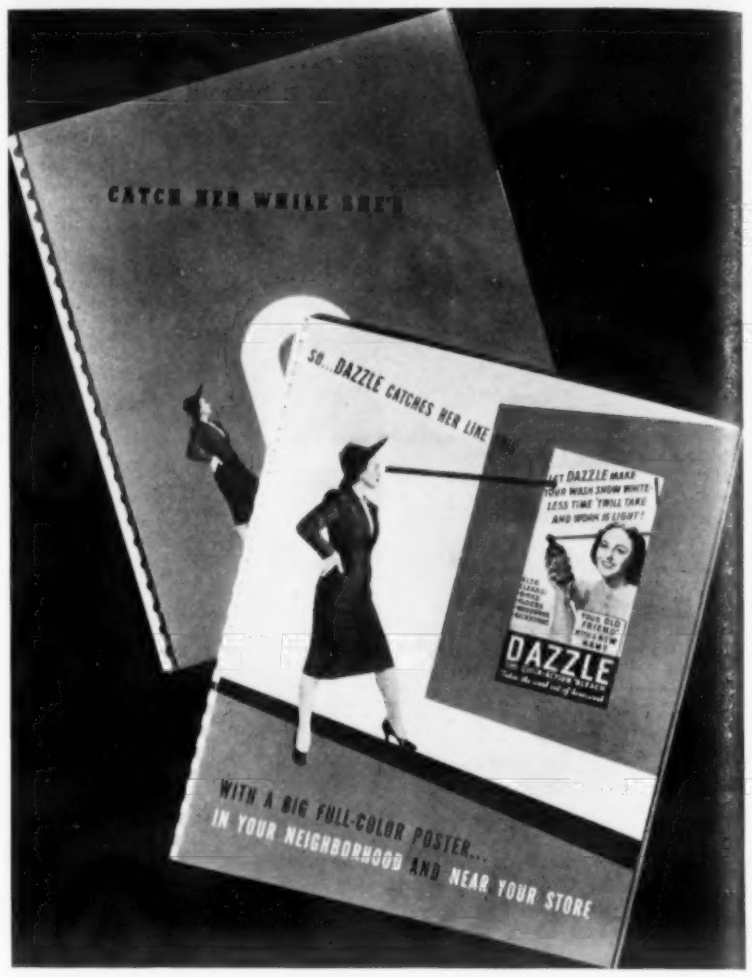
Type of picture	Underline Men %	Story Women %
Local	79	61*
National	61	43*
International	87	61*
Men only	74	44*
Women only	71	54*
Men and women	80	57*
Individuals	69	52*
Groups	80	44*
One column	71	75*
Two columns	70	49*
Three columns	78	50*
Four columns and more	88	30*

*Increase since last survey.

NEWS PICTURE INTEREST BY LOCATION IN PAPER

	Men %	Women %	Average %
Page 1, first section	75	79	77
Rest of first section	47	59	53
Page 1, second section	69	73	71
Rest of second section	42	46	44
Above fold	44	53	49
Below fold	52	59	56
Left hand page	41	61	51
Right hand page	41	49	45

THREE-SHEETS INTRODUCE NEW BLEACH


CATCH HER WHILE SHE'S
SO...DAZZLE CATCHES HER EYE
DAZZLE
WITH A BIG FULL-COLOR POSTER...
IN YOUR NEIGHBORHOOD AND NEAR YOUR STORE

Sales portfolio designed by Lester Beall which is being used to good effect for Dazzle, household bleach manufactured by J. L. Prescott Company, Passaic, N. J. Seven-color three-sheets, on 1,000 Criterion locations from Maine to Virginia, are carrying the principal promotion load for the product, aided by counter and window displays and bottle necks. Monroe F. Dreher, Inc., is the agency.

Re-names Jack Yarmov

The Steel Pier, amusement center in Atlantic City, has reappointed Jack Yarmov & Co., New York, to direct publicity and advertising.

Congratulations

Annually CONGRATULATIONS opens the doors of over 300,000 young families.

Advertising Agency Wants

ACCOUNT EXECUTIVE

Experienced in

Food and Beverage Field

Must be over 30—mature, creative, and a diplomat—capable of giving complete service to an important, but exacting account. Experience in food or beverage field absolutely requisite.

The agency, located in the Middle West, is one of the top 25 in the country. The man selected will have the full support of capable art, copy, media, plan, research and production departments.

This desirable opening is caused by a series of promotions in our organization. The salary is not fixed, but will be determined by applicant's ability and experience. Write fully and frankly. Tell us what you are doing now, and what you have done in the past. Enclose a picture, if possible.

This is a good permanent job. *Someone* is going to be very happy in it.

Address: Box 3021
Advertising Age
100 E. Ohio St., Chicago

rumble and tinkle

The increasing rumble of machinery as industrial plants get "tooled up" in increasing numbers to meet war's demands has resulted in a greater frequency of tinkles on the nation's cash registers. Business in Canada is definitely better—employment is growing—and consumers have more money to spend.

Toronto's share of this consumer spending will necessarily be greater because one-fifth of all Canadians live within a radius of one hundred miles of this city and these have one-third of the Dominion's buying-power. Advertisers for over a half-century have known that

TORONTO IS A TELEGRAM CITY

THE EVENING TELEGRAM

Largest Classified Linage in Canada

TORONTO CANADA

NEW YORK: Don A. Carroll CHICAGO: John E. Lutz

Admen Shown Film of Dixie Farm Revival

Chicago, May 22.—C. W. Bailey, president of the First National Bank, Clarksville, Tenn., got tired of having the farmers in Montgomery County, Tenn., on the financial ropes, and so he organized a diversified farming plan, loaning the farmers money to put the plan into effect with their own personal integrity as his collateral.

The plan worked, and its history was put into a film, "Four Pillars of Income," which was primarily designed to show its value to other farm groups, but which is also currently being used as a promotional device by *Southern Agriculturist*, which this week showed the film to advertising and agency executives in Chicago and Detroit as evidence of the metamorphosis taking place in Southern agriculture.

B. Kirk Rankin, publisher of *Southern Agriculturist*, induced Bill Meacham, vice-president of the bank, to show the film and explain its background personally at the Chicago and Detroit gatherings.

Occident to Ayer

Russell-Miller Milling Company, Minneapolis, Minn., maker of Occident flour, has appointed N. W. Ayer & Son, Inc., to handle its advertising. Preliminary plans for a national advertising campaign are under way.

Elect Arndt President

Robert N. D. Arndt, vice-president of John Falkner Arndt Company, Inc., Philadelphia advertising agency, has been made president of the Junior Board of Commerce of Philadelphia, succeeding Joseph T. Geuting, Jr., of Geuting's, Inc., shoe retailer.

Sykes Agency Moves

Because of increases in business and personnel, the Sykes Advertising Agency, Pittsburgh, has moved from its old offices in the American Bank bldg. to larger quarters in the same building.

WBAL
means business
in Baltimore

Reference Book Pleads Cause of Newspapers

Philadelphia, May 23.—Recommendation of the use of 24 specific newspapers to cover the Middle Atlantic states features "Selective Newspaper Markets," a reference book now being distributed and to be followed by similar presentations for eight other sections of the country.

The editor of the new volume is Lawrence I. Everling, a member of the Four A's newspaper media committee and vice-president of the Richard A. Foley Advertising Agency, Philadelphia.

Mr. Everling said that the purpose of the series is to demonstrate how the daily newspaper can be established as the basic medium in national advertising campaigns. The circulation and rate analysis of the 24 newspapers selected in the first volume show efficient coverage at low cost, he said.

Crosley Introduces Radio Line to Distributors

The new radio line of the Crosley Corporation, Cincinnati, was introduced to 300 distributors at Cincinnati last week. It also was disclosed that an expanded advertising program calls for space in newspapers, general and business magazines as well as a cooperative program of newspaper advertising.

Other company products such as refrigerators, ranges, washers and other appliances also were displayed.

Cincinnati Ad Club Elects Governors

The Advertisers Club of Cincinnati has elected the following to serve for two years on the board of governors: Charles Fay, Foto-Lith Company; Stanley Ferger, advertising manager, *Cincinnati Enquirer*, retiring president of the club; Ralph Hess, Ralph H. Jones advertising agency; Dewey Long, Station WSAI; James Petty, H. & S. Pogue Company, and Sam M. Levy, Keelor & Stites Advertising Agency.

The newly-elected members of the club and six holdover members will elect officers for the coming year.

Charles M. Gray Expands

Charles M. Gray & Associates, Detroit industrial advertising agency, has moved to larger quarters at 300 Francis Palms bldg. John R. Barlow has been named production manager and Fred Forcier has joined the art department.

Get in on the UPWARD SWING in SOUTH DAKOTA

Buying power is steadily on the up in South Dakota. 1940 figures for cash farm income place the state in the front ranks in comparative increase. South Dakota is enjoying a new stride in prosperity and opportunity. Come and share it! . . . Come and spend your 1940 vacation among its scenic wonders! Cast your bait in the well-stocked lakes and trout streams of the glorious Black Hills. Swim, ride, play golf, or just relax in forest solitude. . . . Nights are cool and there are no mosquitoes.

See the fantastic Badlands — ancient history in a modern setting. Visit the colorful old mining towns of Deadwood and Lead. Gaze upon Gutzon Borglum's famous "Shrine of Democracy" on Mount Rushmore.

You will like South Dakota's cordial people. Hotels and lodges are of the best. For free illustrated literature, see your railroad or travel agent, or write us direct.

Address A. H. PANKOW
Publicity Director
SOUTH DAKOTA
STATE HIGHWAY COMMISSION
PIERRE, SOUTH DAKOTA

Among leading states in increased cash farm income for 1940.

AN EDITORIAL, PREPRINTED FROM THE JUNE ISSUE OF PRACTICAL BUILDER

This Is A Good Time To Build

WHAT will the European War do to building?

With the tremendous forces of destruction now unleashed over there and the impact of events on the stock market and the nerves of the people over here it is only natural that many people, in and out of the building industry, should ask themselves, "Is this a good time to build?"

In my opinion this is the best of all times to build. It is the best of all times to put earnings and savings into a permanent, tangible, concrete investment whose intrinsic value to the investor will not be affected by any storms of war.

A home is such an investment.

Stocks depreciate, bonds are defaulted, money itself may become valueless, but so long as a home stands it is shelter, it is security, it is stability for a man and his family.

What else can we buy as a hedge against uncertainty? Where else can we put our money and be safe?

It seems to me the building industry has what amounts to a duty and an obligation to tell this story to the public. In a world suddenly become insecure the building industry alone can offer security.

Suppose inflation should come, as it does so often in the wake of a great war? Your dollars will be worth less, you will pay more of them for food and for clothing and for rent, but, if you have bought a home your dollar payments will not change. You've bought security.

Suppose this country goes to war after all; what about the soldier who is paying on a home? This is a possibility, of course. But, is it too radical to suggest that it might be most unpopular for FHA to permit foreclosure on the very home which that soldier is fighting to protect?

In the trying times ahead, the more families that own their homes, the better off our country will be. We must never forget that our freedom was created by forefathers who lived in homes that they owned, homes that they built in many cases with their own hands.

Scan the history of this country, look about you now. Can there be any doubt that those who have stood, and are standing, their ground against forces that are dangerous to our freedom are those who have planted their roots somewhere, who have a place they call home?

Yes, more than ever the building industry can conscientiously and patriotically sell its product to the public.

Harold H. Rowley

Editor-Publisher

PRACTICAL BUILDER
59 E. VAN BUREN ST. CHICAGO

PUBLISHER ALSO OF BUILDING SUPPLY NEWS & B S N DEALER CATALOG — 24TH YEAR.

FTC Picayunish, Cullen Charges at Proprietary Meet

(Continued from Page 1)

where it is extremely difficult for an advertiser to write material that does not include a word or phrase which may be considered objectionable by some member of the commission."

Pointing out that he considers the provisions of the Wheeler-Lea amendments to the FTC Act "extremely drastic," he admonished his audience to exercise great care in the preparation of copy. "Use statements in your copy which can be substantiated," he urged.

Textbook claims on the therapeutic efficacy of a product are not enough, he added, and advertisers must gather "an abundance of facts, based upon laboratory and clinical research, to provide a sound basis for advertising claims as well as a convincing defense of them should the commission challenge any representations made."

C. S. Beardsley, Miles Laboratories, Inc., was reelected president of the Proprietary Association at its closing session here today. Dr. V. Mott Pierce, Pierce Medicine Company, was named honorary vice-president.

W. W. White, Emerson Drug Company; H. H. Hoyt, Carter Products Company; and Fred E. Rathburn, Olive Products Company, were elected first, second and third vice-presidents respectively. Charles P. Tyrrell was re-elected secretary-treasurer.

Open Ingersoll Drive

Ingersoll - Waterbury Company will begin a series of advertisements in *The American Weekly* of June 9, announcing its "sweep second" watches. Display cards have been distributed to tie in with national advertising. Charles W. Hoyt Company, Inc., New York, is the agency.

Extend Nicotine Theme to Dailies for Lucky Strike

(Continued from Page 1)

know tobacco best—it's Luckies 2 to 1" is appended to the copy.

Newspapers in greater New York will carry a total of 27,000 lines each, in insertions of 1,350 lines, for the entire campaign which will continue for 10 weeks. Insertions in other newspapers will amount to 17,500 lines each. Fourteen New York City, ten New York State, 14 New Jersey and one Connecticut paper are on the schedule.

Lord & Thomas is the Lucky Strike agency.

Fleischmann Distilling Opens Campaign

Using 92 newspapers throughout the country, Fleischmann Distilling Corporation will launch its spring-summer advertising campaign the last week in May. The company's magazine advertising will use the Fleischmann dog theme with the slogan, "A pedigreed gin for prize-winning drinks." This theme also will be used in display pieces for store and bar use.

J. M. Mathes, Inc., New York, is the agency.

Joy Heads S. F. Club

Al Joy, advertising manager of the Pacific Gas and Electric Company, has been elected president of the San Francisco Advertising Club and William B. Ryan, sales manager of KGO and KPO, has been elected vice-president.

Names Marvin Green

Old Heidelberg, Inc., and Eitel restaurants have appointed Marvin Green, Inc., Chicago, to handle their advertising. Midwest newspapers, outdoor advertising, and Chicago Elevated car cards will be used.

Williams to "This Week"

Herbert N. Williams, formerly manager of the Detroit office of *Liberty*, has joined the Detroit office of *This Week*.

In the ROCK ISLAND-MOLINE Retail Trading Area Approximately 300,000 Above Average AMERICANS — are WAITING to BUY YOUR GOODS

NATIONAL DEFENSE SPOTLIGHTS this MARKET

This is the home of the ROCK ISLAND ARSENAL—a $400,000,000 investment occupying 1,000 acres and now employing 4,000 men in the production of artillery and fighting tanks.

The emergency defense program will greatly increase arsenal activity. Authorities say that PRESENT PRODUCTION CAN BE TREBLED.

WATCH this steadily expanding and prosperous market which ALREADY deserves a place on your national schedules.

PLAN NOW TO GET YOUR SHARE of the added spurt of business which the Emergency Defense Program will create for Rock Island-Moline.

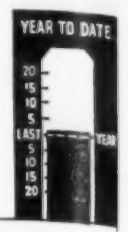
A MEMBER OF ILLINOIS DAILY NEWSPAPER MARKETS
THIRD LARGEST MARKET IN ILLINOIS OUTSIDE CHICAGO
MOLINE DAILY DISPATCH
THE ROCK ISLAND ARGUS
Rock Island Plow
Plant Acquired b

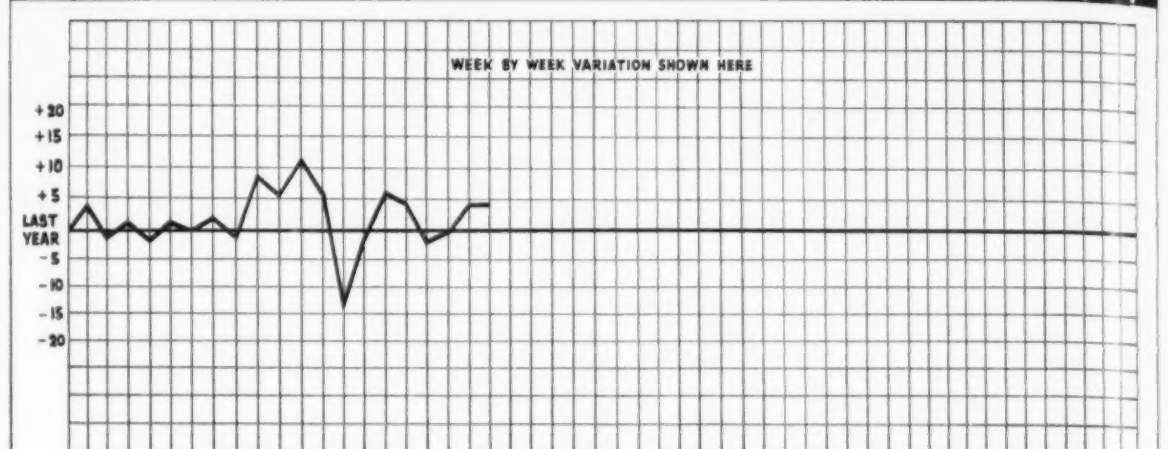
Nat'l Rep. The Allen-Klapp-Frazier Co.
New York Chicago Detroit

Index of Retail Activity in 80 Important Markets

Based on total retail advertising volume in all newspapers

(Copyright, 1940, by Advertising Publications, Inc.)





	20-Week Period Ended May 21, 1938	20-Week Period Ended May 20, 1939	20-Week Period Ended May 18, 1940	% Gain or Loss 1940 over 1938	% Gain or Loss 1940 over 1939	Week Ended May 20, 1939	Week Ended May 18, 1940	% Gain or Loss
[1]Akron, O.	4,894,810	3,896,233	3,737,373	—23.6	—4.1	206,185	223,527	+8.4
Albany, N. Y.	3,389,585	3,276,357	3,181,781	—6.1	—2.9	189,142	191,824	+1.4
[11]Atlanta, Ga.	5,882,282	6,585,572	5,823,044	—1.0	—11.6	362,446	322,623	—8.9
Baltimore, Md.	8,662,469	8,410,432	8,679,515	+0.2	+3.2	471,810	519,883	+11.0
Birmingham, Ala.	4,902,786	4,966,990	5,488,168	+11.9	+10.5	241,038	269,430	+11.8
[2]Boston, Mass.	7,479,564	7,590,239	7,388,752	—1.2	—2.7	400,265	410,893	+2.6
Bridgeport, Conn.	3,461,982	3,690,816	3,926,104	+13.4	+6.4	204,064	226,996	+22.5
[3]Buffalo, N. Y.	6,222,998	6,121,542	5,660,526	—9.0	—7.5	378,112	342,795	—9.3
Camden, N. J.	1,460,243	1,568,911	2,140,337	+46.6	+36.4	121,252	138,338	+14.1
Cedar Rapids, Ia.	1,830,262	1,890,348	1,883,251	+2.9	—0.4	109,060	109,130	—0.6
Charleston, W. Va.	3,422,790	3,920,910	3,912,189	+14.3	—0.2	209,048	229,943	+10.0
[4]Chicago, Ill.	12,815,203	11,802,548	11,326,398	—11.6	—4.0	625,058	634,592	+1.5
Cincinnati, O.	6,172,912	6,289,930	6,568,216	+6.4	+4.4	316,189	344,800	+9.0
Cleveland, O.	5,072,035	6,797,134	7,154,314	+41.0	+5.2	376,170	400,712	+6.5
Columbus, O.	4,956,904	5,242,391	5,235,521	+5.6	—0.1	285,373	290,373	+1.7
Dallas, Tex.	8,280,222	8,182,559	7,929,445	—4.2	—3.1	401,480	426,106	+6.1
Davenport, Ia.	3,791,368	3,647,134	3,712,800	—2.1	+1.8	169,722	187,292	+10.3
Dayton, O.	5,168,720	5,291,330	5,492,652	+6.3	+3.8	292,278	316,820	+8.4
Denver, Colo.	3,570,964	3,562,629	3,187,477	—10.7	—10.5	182,357	150,778	—17.3
Des Moines, Ia.	2,561,545	2,567,966	2,653,894	+3.6	+3.3	153,562	150,688	—2.9
Detroit, Mich.	7,072,147	7,830,862	8,016,412	+13.3	+2.4	431,119	488,114	+13.2
El Paso, Tex.	4,009,039	4,018,024	4,169,956	+4.0	+3.8	220,360	261,268	+18.6
Erie, Pa.	3,570,864	3,711,008	3,577,966	+0.2	—3.6	204,904	196,938	—3.9
Fall River, Mass.	1,259,444	1,301,259	1,336,017	+6.1	+2.7	65,217	85,396	+30.9
Flint, Mich.	2,761,010	3,215,560	3,404,996	+23.3	+5.9	163,688	205,828	+25.7
Fort Wayne, Ind.	4,260,830	4,114,155	4,217,619	—1.0	+2.5	235,144	251,153	+6.8
Gary, Ind.	1,228,122	2,163,337	2,070,035	+68.5	—4.3	97,727	125,528	+28.4
Grand Rapids, Mich.	4,447,402	3,396,812	3,530,777	—20.6	+3.9	190,120	197,386	+3.8
Greenville, S. C.	2,396,183	2,470,096	2,783,564	+16.2	+12.7	135,861	159,610	+17.5
Houston, Tex.	6,321,744	6,472,984	7,241,540	+14.5	+11.9	344,456	430,066	+24.9
Indianapolis, Ind.	6,209,394	6,260,630	6,799,954	+9.5	+8.6	356,188	375,816	+5.5
Jacksonville, Fla.	3,545,010	3,545,010	3,791,816	+7.0	+10.0	187,222	210,140	+12.2
Jersey City, N. J.	822,624	878,554	848,238	+3.1	—3.5	43,203	46,012	+6.5
Kansas City, Kan.	992,733	998,011	1,210,986	+22.0	+22.2	50,547	78,449	+55.2
Knoxville, Tenn.	3,964,724	4,123,012	4,437,734	+11.9	+7.6	209,006	213,248	+2.0
Little Rock, Ark.	3,506,024	3,505,040	3,533,012	+0.8	+0.8	178,080	204,694	+14.9
Los Angeles, Cal.	8,979,116	9,803,678	9,892,845	+10.2	+0.9	500,724	486,544	—2.8
Louisville, Ky.	5,479,479	5,528,239	5,536,742	+1.0	+0.1	296,788	326,764	+10.1
Lynn, Mass.	3,133,802	3,285,534	3,290,756	+5.0	+0.1	186,060	204,498	+9.9
Manchester, N. H.	1,480,828	2,117,708	1,949,910	+31.7	—7.9	703,076	609,422	—13.3
Memphis, Tenn.	4,372,704	4,566,906	5,176,794	+18.4	+13.3	272,496	242,046	—11.2
Miami, Fla.	6,273,757	5,986,813	6,703,081	+6.8	+12.0	221,403	252,980	+14.3
[5]Milwaukee, Wis.	5,955,667	5,641,157	6,215,636	+4.4	+10.2	320,947	317,858	—1.0
[13]Minneapolis, Minn.	5,280,962	5,582,342	4,859,222	—8.0	—13.0	268,818	236,942	—11.9
Nassau County, L.I., N.Y.	862,987	995,533	890,503	+3.2	—10.6	65,795	73,759	+12.1
New Bedford, Mass.	1,227,506	1,194,438	1,350,118	+10.0	+13.0	61,502	106,582	+73.3
New Haven, Conn.	3,541,510	3,553,914	3,717,364	+5.0	+4.6	207,410	207,900	+0.2
New Orleans, La.	7,213,592	7,536,049	7,883,237	+9.3	+4.6	396,357	440,680	+11.2
New York, N. Y.	23,849,713	23,516,982	23,222,801	—2.6	—1.3	1,237,583	1,269,784	+2.6
Brooklyn, N. Y.	2,081,784	1,635,856	1,435,003	—31.1	—12.3	83,132	79,251	—4.7
Norfolk, Va.	3,532,690	3,692,374	3,770,802	+6.7	+2.1	189,924	210,280	+10.7
Oakland, Cal.	2,877,275	3,061,438	3,466,866	+20.5	+13.2	235,008	192,111	—18.3
[6]Oklahoma City, Okla.	4,649,652	3,785,656	3,070,094	—34.0	—18.9	152,796	170,240	+11.4
Omaha, Neb.	2,444,409	2,330,167	2,390,028	—2.2	+2.6	202,181	108,595	—46.3
Peoria, Ill.	4,045,326	4,268,078	4,614,455	+14.1	+8.1	227,469	260,502	+14.5
Philadelphia, Pa.	10,285,286	10,911,112	11,127,424	+8.2	+10.0	564,776	611,727	+8.3
Phoenix, Ariz.	3,171,422	2,864,072	3,252,648	+2.6	+13.6	132,020	152,208	+15.3
Pittsburgh, Pa.	8,437,282	8,037,246	8,494,136	+0.7	+5.7	425,894	481,614	+13.1
Portland, Ore.	4,424,832	4,886,947	4,230,628	—4.4	—13.4	255,136	244,636	—4.1
Reading, Pa.	3,852,733	3,913,623	4,264,966	+10.5	+9.0	198,920	334,990	+68.4
Richmond, Va.	4,752,538	5,079,424	4,898,236	+3.1	—3.6	348,810	299,530	—14.1
Rochester, N. Y.	5,678,849	5,967,528	6,121,844	+7.8	+2.6	363,563	380,702	+4.7
Rockford, Ill.	3,109,833	2,941,120	3,242,170	+4.2	+10.2	140,630	164,388	+16.9
Rock Island-Moline	3,440,122	3,178,476	3,253,082	—5.4	+2.3	176,610	179,830	+1.8
Sacramento, Cal.	3,055,994	3,294,088	3,029,716	—0.9	—8.0	154,574	162,138	+4.9
San Antonio, Tex.	2,426,993	2,813,398	2,897,693	+19.4	+3.0	143,755	168,251	+17.0
[10]San Diego, Cal.	4,777,468	4,971,197	3,980,690	—16.7	—19.9	254,450	188,118	—26.1
Seattle, Wash.	3,435,272	4,334,008	4,720,994	+37.4	+8.9	227,864	289,548	+27.1
[7]South Bend, Ind.	2,861,265	2,130,986	2,082,831	—27.2	—2.3	123,451	132,587	+7.4
[8]Spokane, Wash.	2,841,706	2,634,688	2,524,172	—11.2	—4.2	120,694	152,348	+26.2
St. Louis, Mo.	7,148,320	7,150,840	7,257,080	+1.4	+1.5	384,715	395,590	+2.8
[9]St. Paul, Minn.	4,878,595	4,094,085	4,264,058	—12.6	+4.1	212,677	190,991	—10.2
[12]Syracuse, N. Y.	1,778,637	2,165,079	2,840,544	+59.7	+31.2	244,216	168,322	—31.1
Tacoma, Wash.	2,324,854	2,408,848	2,587,702	+11.3	+7.4	132,188	128,086	—3.1
Tampa, Fla.	2,424,604	2,601,558	3,287,578	+35.6	+26.4	127,162	175,084	+37.7
Toronto, Ont., Can.	6,934,898	6,612,387	6,253,222	—9.8	—5.4	362,766	326,411	—10.0
Troy, N. Y.	1,580,362	1,639,854	1,653,050	+4.6	+0.8	92,778	82,180	—11.4
Tulsa, Okla.	3,575,020	3,492,188	3,697,764	+3.4	+5.9	184,800	195,622	+5.9
Washington, D. C.	13,133,388	13,104,358	13,326,654	+1.5	+1.7	762,147	776,432	+1.9
Youngstown, O.	3,036,537	2,870,168	3,227,561	+6.3	+12.4	178,220	171,714	—3.7
Total	371,016,506	375,307,853	382,049,080	+3.0	+1.8	20,949,738	21,766,974	+3.9

1 Akron Times-Press discontinued Aug. 28, 1938.
2 Linage of Daily American now combined with Record.
3 Buffalo Times discontinued Aug. 1, 1939.
4 Chicago Herald & Exam. discontinued Aug. 28, 1939.
5 Milwaukee News discontinued Jan. 14, 1939.
6 Oklahoma News discontinued Feb. 24, 1939.
7 News-Times discontinued Dec. 28, 1938.
8 Spokane Press discontinued March 18, 1939.
9 St. Paul Daily News discontinued April 30, 1938.
10 San Diego Sun suspended publication Nov. 25, 1939.
11 Atlanta Georgian and Sunday American ceased publication Dec. 17, 1939.
12 Linage of Syracuse Journal, now combined with Herald, eliminated from 1938 and 1939 totals.
13 Minneapolis Star and Journal merged Aug. 1, 1939.

Straub & Getzoff Expands

Straub & Getzoff, Inc., sales stimulation service, has moved to larger quarters at 14 E. Jackson blvd., Chicago, following a change in the firm name from Pihl & Straub & Getzoff.

Offers Chrysanthemums

Los Angeles Soap Company is offering three chrysanthemum plants in exchange for box tops or wrappers of its soaps plus ten cents. Raymond R. Morgan Company, Hollywood, is the agency.

To Grant & Wadsworth

Tourneau Watch Company, New York, has appointed Grant & Wadsworth and Casmir, New York, to direct its account. Magazines, newspapers, direct mail and business papers will be used.

The Advertising Market Place

The rates for this department are as follows:
"Help Wanted," "Positions Wanted," "Representatives Wanted," and "Representatives Available," 30 cents a line, minimum charge $1. Terms cash with order.
All other classifications (single insertion rates): ½ in., $2.75; 1 to 3 in., $4.75 per inch.

POSITIONS WANTED

ACCOUNTANT—AUDITOR
37 years old, married. Thoroughly qualified. 12 years agency experience. All statements, taxes, systems, office management.
Box 3022 ADVERTISING AGE, Chgo.

39-year old with 10 years' intensive experience in magazine publishing, trade and class papers, seeks position where energy, ideas and work can produce $2500 to $3000 salary annually.
Box 3024, ADVERTISING AGE, Chgo.

HELP WANTED

Adv. salesman for shopping newspaper in far western large city. Opportunity offered to purchase interest in business.
Box 3023, ADVERTISING AGE, Chgo.

REPRESENTATIVES AVAILABLE

PUBLISHER'S REPRESENTATIVE— experienced advertising space salesman, wide acquaintance, N.Y.C. Office, wants Eastern representation of leading publication, commission basis.
Box 3012, ADVERTISING AGE, N. Y.

POST CARDS

"PHOTO" POST CARDS
Newest, most economical method of displaying any product. Samples and prices on request. Graphic Arts, Hamilton, Ohio.

MISCELLANEOUS

PHOTOPRINTS. We duplicate any photo in quantities, 100 to 100,000. Miniatures, postcards; large prints. Gummed or plain. Quality work. Quantity prices. Speedy service. Samples. **C. S. PHOTO, 1922 Linwood, Toledo, O.**

Recipe for Resultful Mailings!
Spice Your Selling Literature with illustrations — Reproduce with Laurel's Improved Process. Economy with no Quality sacrifice.
500 (8½x11") copies $2.63
Additional hundreds 22c
Makes swell (sales-producing) dishes —Booklets, Folders, Catalogs. Request Free Descriptive Manual. In Metropolitan N. Y. Request Representative. WAlker 5-0526.
Laurel Process, 480 Canal St., N. Y. C.

"Indianapolis News" Publisher Dies on Coast

Indianapolis, May 23.—Frederick C. Fairbanks, publisher of the *Indianapolis News*, and a son of the late Charles W. Fairbanks, vice-president under Theodore Roosevelt, died in Mercy Hospital in San Diego, Cal., last night. Mr. Fairbanks, who was 59 years old, underwent an operation a year ago. Since then he had spend much of his time in California in an effort to regain his health. Two weeks ago he became seriously ill and was removed from La Jolla to the San Diego hospital.

Mr. Fairbanks began his career as a lawyer and for a time was associated with his father, who was then United States Senator from Indiana. Subsequently he engaged in orange growing in California, farming and general business. He became president of the *News* upon the death of his brother, Warren C. Fairbanks, in July, 1938.

OTTO H. FALK

Milwaukee, May 21. — General Otto H. Falk, 74, chairman of the board of the Allis-Chalmers Mfg. Company, Milwaukee, died here today of a heart ailment. Before entering industry General Falk devoted a great many years to a military career, retiring in 1911. He was made receiver for Allis-Chalmers in April, 1912, and elected president of the reorganized company a year later. Subsequently he was made chairman.

GEORGE A. WARNE

Chicago, May 21. — George A. Warne, for the past 23 years a member of the Wade Advertising Agency, Chicago, died here May 18. He was 61. He came to Chicago in his youth to be a stock boy in the mail order company of Croft and Reed, worked up to advertising manager and joined the Wade agency in 1917. During his 23 years with the agency he served as copywriter, production chief, and account executive.

GEORGE K. HEBB

Detroit, May 21. — George K. Hebb, 57, president of Evans-Winter-Hebb, Inc., Detroit printing organization, and past president of United Typothetae Association of America, died here May 16.

WILLIAM J. FISCHER

New York, May 21.—William J. Fischer, vice-president of Clifford & Lawton, business paper publishing firm, died at his home in Spring Valley yesterday. He was 68 years old and had been with the company for 44 years. Clifford & Lawton publish *Interior Decorator* and *Upholstering*.

GEORGE HENRY GARDNER

Coral Gables, Fla., May 20.—George Henry Gardner, aged 72, retired publisher of the *Pontiac Daily Press*, Pontiac, Mich., died May 14 at his home here.

ALONZO H. DEGRAFF

New York, May 21.—Alonzo H. DeGraff, business manager of the *Tea and Coffee Trade Journal*, died this week at the age of 49 in Manhattan General Hospital after a long illness. A native of Amsterdam, N. Y., Mr. DeGraff became associated with the business paper in 1934 after many years in the export and import business.

Plaza Adds Kent

Norman Kent has been appointed account executive of Plaza Advertising Agency, New York.

COLLINS MILLER & HUTCHINGS INC.
PHOTO-ENGRAVERS IN CHICAGO

JOHN A. CAIRNS & COMPANY | TEXTILE ADVERTISING | 45 EAST 17th ST. NEW YORK CITY

Goodyear 'Private Brand' Tire Starts 5th Line Battle

Akron, May 21. — At least one major tire manufacturer apparently has decided to fight fire with fire and has made the unprecedented move of establishing its own private brand tire line. In newspapers throughout the country, Goodyear Tire & Rubber Company last week released a barrage of advertising announcing the "All-American" tire in the three most popular sizes to sell on a penny-for-penny basis with the private brand tires of mass distributors and chain stores.

While this new tire is being sponsored and advertised by Goodyear, it will not carry the Goodyear name and in a sense will be Goodyear's own "private brand" tire. All the tire manufacturers have many standard brands, but this is the first time in history that a tire manufacturer has put out a "private brand" tire of his own.

The three other major tire manufacturers — Goodrich, Firestone and United States Rubber—have been quick to counter by reducing the prices on their own standard fifth line tires to meet the price levels quoted by Goodyear on its new All-American. Goodrich has put its established Commander line on the same price level with the new All-American, Firestone has done likewise with its Convoy, and United States Rubber Company has resurrected its discarded Peerless line to place it in direct competition with Goodyear.

Meet Lowest Competition

Due to the heavy standardization of tire requirements on the 600-16 size, there has been a mushroom growth in the past few months of private brand lines put out not only by mass distributors and chain stores, but by jobbers in various parts of the country. It is understood that Goodyear found many of its dealers were buying these private brand tires and selling them in price competition with the mail order houses and chains. Whereas the new All-American in the 600-16 size lists at $6.66 and costs the dealer less than $5, the Goodyear Pathfinder which heretofore had been the lowest priced Goodyear tire listed at $8.41 and cost the dealer approximately $6.30.

Industry observers believe the moves of the other three major companies have, to a great extent, diluted the value of Goodyear's maneuver because the All-American tire does not bear the identity of the manufacturer, while Goodrich, Firestone and United States Rubber will have their own established lines on a comparable price basis. They argue that their dealers will have a competitive edge in being able to sell established lines at the same price as Goodyear's no-name private brand tire.

Mitchell to Crosley

Sam C. Mitchell, formerly with Nash-Kelvinator Corporation, Detroit, and Reo Motor Car Company, Lansing, Mich., has been appointed manager of the automobile division of the Crosley Corporation, Cincinnati.

Beremand Joins Gardner

Mel Beremand, formerly sales promotion manager at United Motors, has joined Gardner Displays Company, Pittsburgh, to direct the Detroit office.

Buys "Messenger"

J. C. Pond, partner in the Medford Printing Company, Medford, Okla., has bought the *Daily Messenger*, Caldwell, Kans., from Harold A. Hammond, Great Bend, Kans.

'Record' Advances Nelson

George W. Nelson, formerly local advertising manager, has been appointed advertising director of the *Philadelphia Record*, succeeding the late W. Laughlin.

TIRE WARS HIT THEIR STRIDE AGAIN

Three recent pieces of tire advertising, demonstrating the type of copy on behalf of low-cost lines which can be expected in substantial volume this summer. At left is copy for Goodyear's new All-American tire, which does not carry the Goodyear name on it.

Roto Ad Linage Up 285,147 Lines; 9.6% Above 1939

New York, May 23.—Rotogravure advertising linage for the first three months of 1940 made a gain of 285,147 lines or 9.6 per cent over the like period for 1939.

Thanks to a 16.9 per cent increase in national linage the 6.3 per cent slump of local linage was more than balanced. National linage went up from 2,036,749 lines to 2,380,489 lines for a gain of 343,740 lines, while local linage dropped from 932,492 to 873,899 for a loss of 58,593 lines.

Of the 3,254,388 total lines for the three-month period, 2,403,645 were in monotone and 850,743 in color. The total number of lines for the first three months of 1939 was 2,403,645.

Booth Fisheries Account to McJunkin

Booth Fisheries Corporation, Chicago, has announced appointment of McJunkin Advertising Company as its agency. Advertising will be concentrated on Booth's "Tasty-Lions" brand of quick frozen fish, seafoods, fruits and vegetables. Leroy A. Kling is account executive.

"Used Car Forum" to Technical Publishing

The Technical Publishing Company, Chicago, began issuing *Used Car Forum* with the May issue, A. H. Van Duyn continuing as editor and Jack Honiss as sales manager. Robert B. Hitchcock has been appointed promotion manager.

This company also publishes *Power Plant Engineering*.

Returns to Hackett

Alan Legg has resigned from Ask Mr. Foster Travel Service, Inc., New York, to return to M. H. Hackett, New York, as copy chief.

Westinghouse Expands

Household refrigerator production capacity of the Mansfield, O., plant of the Westinghouse Electric & Mfg. Company will be increased one-third by a half-million dollar expansion program to be completed in November.

Ray Adds Two

Howard Ray Advertising Agency, Los Angeles, has been appointed to handle the advertising of Elbert G. Barber Company, Los Angeles, and Fountain Manor apartment hotel, Hollywood.

Old Colony Appoints

Old Colony Furniture Company, Boston, has appointed the Harold Siesel Agency, New York, to handle its direct mail, business and consumer magazine advertising.

Frederick Names Metro

Cadman H. Frederick, Long Island real estate developer, has appointed Metropolitan Advertising Company of New York to handle its advertising. Peter J. McKenna is account executive.

Appoints Kohn

Tourist Court Journal has appointed George M. Kohn, 508 Walton bldg., Atlanta, Ga., as its Southeastern advertising manager.

MAILING SERVICE
Multigraphing — Filling-in
Addressing - Mimeographing
THE LETTER SHOP, Inc.
440 So. Dearborn St. Wabash 8655
CHICAGO

JESS H. STRIBLING
Advertising ART
CENTRAL 9503

NEW CREATION SCORES HIT WITH AD MEN!
The New ATLAS Display Print
• It's been a winner from the word "go", the new Display Print recently created by ATLAS. There's nothing like it and any Ad or Display man who has not seen the ATLAS Display Print is missing a bet!
To Give You An Idea
of the scale of prices and quantities, 10 Display Prints enlarged to 24" x 36" from one original, $1.70 each—25 at $1.40 each—other quantities and sizes in proportion. Color is not restricted to black, but AT NO ADDED COST can be brown or red on white. Write or phone Atlas.
Only ATLAS Makes Display Prints
ATLAS PHOTO COPY CO., 520 N. Michigan Ave., Chicago, Whitehall 7575

To every Advertiser who faces
"THE NEW YORK SELLING-PROBLEM"

BLOCK-BY-BLOCK
is Changing
NEW YORK MARKET THINKING!

Time was when the New York Market was a simple area, easily bounded and quickly defined. But times change . . and so do markets. And none has changed more rapidly, more significantly, more definitely than New York and its surrounding suburbs.

There are no more "simple" markets today. Even the cross-roads town is a trading center that must be *checked* before market planning can be effective!

Imagine then, the complexities of a trading center for 2,966,000 families who reside in the 50-mile radius which comprises the New York Market! . . . the Big City, its suburbs and towns nearby.

But . . . even such a complex market as New York can be defined (though it was long thought impossible!)

Now, the World-Telegram offers BLOCK-BY-BLOCK – the most detailed analysis of the New York Market to date – in essence, a market evaluator . . . the new measure of the New York area in simple terms of the rentals readers pay.

Block-by-Block is changing New York Market thinking – and acting. For now advertising and sales executives can KNOW beforehand which economic segments of the market can be effectively covered. Salesmen can be more efficiently routed – prospects can be qualified beforehand – market saturation can be revealed – the replacement market can be foretold, etc., etc. *No wonder* the World-Telegram's Block-by-Block Analysis is changing New York market thinking!

New York World-Telegram
A SCRIPPS-HOWARD NEWSPAPER
NATIONAL ADVERTISING DEPARTMENT OF SCRIPPS-HOWARD NEWSPAPERS, 230 PARK AVENUE, NEW YORK CITY
CHICAGO • DETROIT • MEMPHIS
PHILADELPHIA • SAN FRANCISCO
MEMBER of THE UNITED PRESS . . . THE ASSOCIATED PRESS . . . THE AUDIT BUREAU OF CIRCULATIONS and MEDIA RECORDS, INC.

BETTER THAN 1 OUT OF 3
New York City families paying $100 or more per month rent
READ THE WORLD-TELEGRAM

Holds Few Qualify as Practitioners of Market Research

White Sulphur Springs, W. Va., May 22.—Despite the fact that a survey by the Department of Commerce has brought forth a list of several hundred companies that claim they operate market research departments, there are less than 50 "well-rounded, fully qualified practitioners of market research in the country today," Frank R. Coutant, director of marketing, Pedlar & Ryan, told the annual convention of the Glass Container Association here.

The exaggerated picture of this activity, he declared, is the fault of business, not the Department of Commerce. "There are some funny ideas about what constitutes marketing research. It's such a pretty term that it is worn as a fragrant flower even when there are no roots. A girl with a World Almanac becomes a research department. A boy with a slide rule and a flair for figures gets by in another shop."

Mr. Coutant asserted that salesmanship, as it was known 10 or 15 years ago, is on the wane, with "buymanship" installed in its place.

Those Days Are Over

"Gone forever are the days when you can make whatever you please and tell the sales force to sell it or get out. Now you must find out what the customer wants to buy and give it to him. Chances are 100 to 1 that his ideas are unlike your ideas in important matters. Marketing research is the science of finding out what people want and whether you're giving it to them."

In urging an expansion of market research in the glass manufacturing field, Mr. Coutant warned his listeners that several industries, notably drugs and groceries, are in the process of an important competitive shakeup. Much modern marketing resolves itself in selling through the eye due to the growth of self-service stores, he added.

Standard Brands Shows Get Women's Awards

Standard Brands, Inc., has been given two top awards in the Women's National Radio Committee survey with the Charlie McCarthy show topping the variety classification and "One Man's Family" heading the evening dramatic serials. "Information Please," sponsored by Canada Dry Ginger Ale, Inc., repeated as leader of quiz shows.

Ford Motor Company's "Sunday Evening Hour" was chosen the best sponsored program of serious music and the symphonic show, aired by Firestone Tire and Rubber Company, led the light music group. H. V. Kaltenborn, NBC commentator, sponsored by the Pure Oil Company, repeated as the favorite newscaster. "Lux Radio Theater" of Lever Brothers Company again won among dramatic presentations.

The Secret of Ringing The Gong
WITH YOUR ADVERTISING DOLLAR *is to use*
KFDM
BEAUMONT, TEXAS
On the air full time
NBC BLUE-560 KC
Represented by International Radio Sales

PHOTOGRAPHIC REVIEW OF THE WEEK

TIMELY COPY TELLS PATRIOTIC STORY

Spread in the May 27 issue of Life in which Pure Oil Company presents a timely analysis of life in America and in Europe, with H. V. Kaltenborn doing the analyzing. The company does not usually use magazine advertising. Leo Burnett Company is the agency.

HAIR REMOVER

New Zip hair remover lotion, product of Jean Jordeau, Inc., South Orange, N. J., which makes a play for space on display counters with an attractive frosted glass package.

PAST PRESIDENTS GATHER AT SNPA

Three past presidents of the Southern Newspaper Publishers Association who nominated the new SNPA officers: Ted Dealey, Dallas News; E. K. Gaylord, Daily Oklahoman and Times; and John Ewing, Shreveport Times.

CHILD APPEAL FOR MENTHOLATUM

Window display painted by Harold Anderson for Mentholatum Company, which will be featured in drug windows this summer. Dillard Jacobs Agency, Atlanta, has the account.

IT'S A RUBDOWN

One of the illustrations being used in a new small-space series for Mifflin Sales Company's rubbing alcohol in Life, the company's first national advertising in several years. Copy is held to a minimum. Harry Feigenbaum Advertising Agency, Philadelphia, is in charge. The campaign is partially a result of the fact that the company's product is not affected by the new federal regulations governing alcohol.

CARRIED BURDEN OF SNPA MEETING

This trio carried most of the load during the Southern Newspaper Publishers Association annual convention. Left to right: Adolph S. Ochs, Chattanooga Times, president; Walter C. Johnson, secretary-manager; and Martha Lasater, manager of the service department. (Stories on Page 20.)

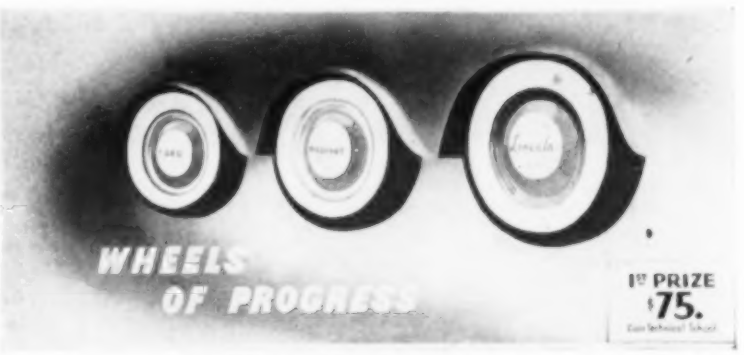
DISCUSS NEWSPAPER LINAGE FOR GAS APPLIANCES

Officials of the Association of Gas Appliance and Equipment Manufacturers discuss the need for increased localized newspaper advertising as outlined by Walter C. Beckjord (second from left), president of the American Gas Association. Left to right: Louis Ruthenburg, president, Servel, Inc.; Mr. Beckjord; Frank H. Adams, president of the association and vice-president, Surface Combustion Corporation; Major Alexander Forward, managing director, American Gas association; N. T. Sellman, vice-president, Consolidated Edison company, New York, and C. W. Berghorn, managing director of the association. (Story on Page 6.)

RYERSON GETS CUSTOMERS INTO WAREHOUSE WITH OPEN HOUSE

Interesting view in the warehouse of Joseph T. Ryerson & Son May 11 when that company served a buffet lunch to 3,000 customers and friends attending the steel jobber's open house and inspection. The guests had everything explained to them by 150 guides.

WINS WALKER POSTER ART CONTEST



First prize winner at Cass Technical School in a poster art contest sponsored by Walker & Co., Detroit. Almost 600 designs were submitted.

It's Friendship!

YEARLY the Phoenix (Arizona) Republic fetes state pioneers with a two-day reunion. The motorcade pictured gives an idea of the event's importance. Oldsters come to Phoenix from far and wide. Last month over 2,500 were the newspaper's guests. Their response to this gesture of friendliness is spontaneous. It is indicative of the trust and reliance placed in what appears in the Republic and Gazette, or heard over KTAR, key station of the Arizona Broadcasting Company. These media also create responsiveness for advertisers. Retailers and wholesalers who maintain favored sales progress in Arizona know this. Further evidence of an active market is shown in a Department of Commerce April survey reporting 23.7% gain in apparel sales, 16% increase in department store trade, 11.9% upward trend in automotive activity, with restaurants serving 10% more customers. *YOU, TOO, CAN ROUND UP SOME ARIZONA BUSINESS. YOU'LL GET IT IF YOU GO AFTER IT!*

Daily Circulation

City Zone **31,878**

Retail Trading Zone **18,764**

Total City and Retail Trading Zone **50,642**

Total Net Paid **57,169**

Sunday and Evening **63,478**

PHOENIX REPUBLIC AND GAZETTE

BOB HALL
National Advertising Manager

WILLIAMS, LAWRENCE & CRESMER CO.,
Representatives

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ARIZONA BROADCASTING CO. INC.

DICK LEWIS, General Manager

PAUL H. RAYMER COMPANY, Representatives

ABC OF RADIO IN ARIZONA

NBC RED and BLUE Network Stations★★

Other ABC Stations★

★★KTAR-Phoenix
1000 W - 620 KC

★★KVOA-Tucson
1000 W - 1260 KC

★★KYUM - Yuma
250 W - 1210 KC

★KCRJ - Jerome
250 W - 1310 KC

★KWJB - Globe
250 W - 1210 KC

★KGLU-Safford
250 W - 1420 KC